JUNE 25, 1951

BROADCASTING
TELECAS

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DETROIT

"but I never heard such things," said Alice

"WHAT ARE ALL those facts you just tried to put in the saddle-bag?" demanded Alice, as she stared angrily at the White Knight.

"They are things that many people called advertisers and agencymen should know about WOR-tv channel 9, New York," said the White Knight.

"Please don't tease me," said Alice. "Tell me, too."

"Who said anything about teasing you?" demanded the White Knight as he slipped one mailed arm furtively into his charger's saddle-bag.

"I know," replied Alice. "I can tell."

"Well," confessed the White Knight, "the facts are these; some of them, that is:

"During January, February and March, in the year 1951, 50% more people who were looking at a certain WOR-tv show bought the product advertised on it than did the people who weren't looking. And 78% more of the people looking had the product in their homes."

"Well, why not tell people?" asked Alice.

"But Dear, I'm doing just that," explained the White Knight.

"But you weren't 'til I made you," goaded Alice.

"H-mm-m," grunted the White Knight. "Anyway, ten – yes, ten – WOR-tv programs attract an audience of more than ¼-million viewers per broadcast. Six WOR-tv nighttime programs were rated higher in late April, 1951, than at anytime during the 1950-51 season. And . . ."

"That will be sufficient," stated Alice. "I think you . . ."

"Don't be impertinent, young lady," warned the White Knight.

NOTE: WOR-tv carries more sports than any other television station in New York; sports of all kinds appealing to all kinds of people.

WOR-tv, channel 9

in New York

Broadcasting
May 14, 1951

"Aubrey & Co. Feed Mills

225%

SALES INCREASE

200 NEW DEALERS"

through QUALITY OF WHAS PROGRAMMING

The WHAS Farm Team

FRANK COOLEY DON DAVIS

WHAS FARM PROGRAM SCHEDULE

6:35-45 a.m.	"Market Digest"
6:45-00 a.m.	"Farm News"
12:40-50 p.m.	"Farm Markets"
12:50-00 p.m.	College of Agriculture, University of Kentucky

SATURDAY ONLY

6:30-45 a.m.	"Tomorrow's Tobacco"
11:30-50 a.m.	"Farm Features"
11:50-00 Noon	College of Agriculture, University of Kentucky

● No other Kentuckiana station has the complete farm program department offered by WHAS. Farm Program Director Frank Cooley and Don Davis have earned the confidence of the farmers of Kentucky and Southern Indiana. That's why they turn in amazing success stories for sponsors like Aubrey Feed Mills.

The noontime "Farm Markets" show is now available . . . ask Petry or us for the complete story.

. 50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS

WHAS

Louisville, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

XUM

Cleveland's most complete radio news service...

FULL STAFF OF LOCAL REPORTERS WORKING FROM WERE NEWS DESK

ROBERT WASS News Director . . . Special Events . . . fifteen years experience makes his news job the most-listened-to in Cleveland . . . 15 years (radio news)

WAYNE JOHNSON
Newscaster . . . "voice of the news" in Cleveland . . . 6 years (radio news)

JERRY BOWMAN
Newscaster . . . re-write man . . . 15 years (radio news)

MARTY WHELAN
City Hall Reporter . . . local news man.

BOB WEST
Reporter . . . Feature Writer charge of night news

17 Newscasts every day • All news re-written & processed • Associated Press & International News Service • Police - Fire Dept. Radio • Mobile unit • Telephone 'beeper' system for on-the-air interviews.

The O. L. Taylor Company—National Representatives

5000 WATTS • 1300 KC

CLEVELAND, OHIO

WERE

blished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
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XUM

BROADCASTING TELECASTING

...at deadline

Closed Circuit

ALTHOUGH it isn't admitted, President Truman has made tacit commitment to Speaker Rayburn on appointment of Robert T. Bartley to FCC [BROADCASTING • TELECASTING, June 18], but when it was thought another member—not Comr. Hennock—would be leaving. Assumption was that Miss Hennock, whenever she left, would be succeeded by another woman and that there would be woman-member of FCC henceforth. Consensus: Mr. Bartley will get job if it goes to man; Examiner Fanney Neyman Litvin, if distaff precedent is continued.

SEN. WILLIAM BENTON (D-Conn.) has been beating bushes on House side to get support of his resolution and bill to set up advisory board on radio and television and to delay lifting of freeze. Thus far, Sen. Benton has been unable to get key members of Rep. Robert Crosser's (D-Ohio) Interstate & Foreign Commerce Committee to commit themselves in support of companion legislation.

APPOINTMENT of Navy Secretary Francis P. Matthews, board chairman and chief stockholder of WOW Omaha, as U. S. Ambassador to Ireland apparently won't leave radio and TV unrepresented in top Navy post. Reportedly slated for successor to Mr. Matthews as secretary is Undersecretary Dan A. Kimball, who, as vice president of General Tire & Rubber Co., sat on Yankee Network board.

MANAGERIAL, program or news personnel in radio or TV holding Army reserve commissions are eligible for two weeks' active tours of duty in Radio-TV at Pentagon, Washington, at full pay, and with full service credits. Tours would be for relief of officers now on duty, irrespective of rank, with transportation to and from Pentagon. Col. E. M. Kirby, chief, Radio-TV branch, Public Information Division, should be contacted.

NEWEST membership problem at NARTB centers around joint AM-TV stations, with another outlet pulling out of AM side because of cheaper TV dues. Note of encouragement seen, however, in plan of Fort Industry stations to belong 100%.

CBS AFFILIATES—all 196 of them—shortly will receive eight-page letter from President Frank Stanton outlining plans for exploiting AM network to limit. Also covered may be detailed outline of plan to reorganize network into eight separate corporate or divisional components (see story, page 23) [CLOSED CIRCUIT, June 18].

DUDLEY J. LE BLANC, owner of Hadacol, may sell out. He's dickering with several prospective buyers, with price negotiations on multi-million dollar level. Despite reports to contrary, Sterling Drug is not among prospects.

FULTON LEWIS jr., Mutual commentator, and William B. Dolph, head of Dolph Enter-

(Continued on page 98)

Upcoming

June 24-27: National Industrial Advertisers Assn., Annual Conference, Waldorf-Astoria, New York.
June 26: NARTB-Radio-Television Manufacturers Assn. FM Conference, NARTB Hqtrs., Washington.

(More Upcomings on page 77)

Bulletins

HAROLD LINDLAY, for past six years manager of Los Angeles office of Headley-Reed Co., station representative, joins H-R Representatives Inc. as vice president to handle western operations. He will establish an office for H-R Representatives in Equitable Bldg., Hollywood Blvd. and Vine St.

FCC asked Friday by Dr. Allen B. DuMont, president of Allen B. DuMont Labs, to delay opening of CBS color until FCC chairman can see RCA color tube operating with DuMont equipment, demonstrated in laboratory.

HAROLD C. LUND, vice president of Walker & Downing Adv. Agency, Pittsburgh, to manage WDTV (TV) Pittsburgh, announced Friday by Chris J. Witting, new director and general manager of DuMont Network. He succeeds Donald A. Stewart, now with DuMont in New York.

RAW materials used in production of radio-TV receivers, phonographs and other consumer goods will be controlled and allotted on quota basis beginning July 1, Manly Fleischmann, NPA administrator, announced Friday. Additional 10% cut in use of steel in those products also earmarked. New order is designed tao spread materials as widely as possible, ease shortages and allocate equitable share to small manufacturers.

Business Briefly

BUY FOOTBALL SERIES ● U. S. Army and Air Force to sponsor *Game of the Week* college football series, on ABC radio Saturday afternoons from Oct. 13 through Nov. 2. Agency, Grant Adv., Chicago.

ERWIN, WASEY APPOINTED ● Hyde Park Breweries Assn., St. Louis, names Erwin, Wasey, Chicago, to handle advertising. Radio and TV used.

RITE-LITE BUYS ● National Products Corp. (National TV "Rite-Lite"), Nashville, Tenn., sponsoring *What Makes TV Tick?*, Tuesday over DuMont Network, 11-11:15 p.m., beginning July 3. Agency: Marfree Adv., New York.

TV SELF-REGULATORY PROJECT INITIATED

AFFIRMATIVE action to set up self-regulatory standards for television was started Friday at TV workshop held in Washington under NARTB auspices (early story page 63).

Meeting challenges of educators and program critics head-on, 103 telecasters representing 65 stations and national networks directed NARTB President Harold E. Fellows to form committee which will submit self-regulatory project to station convention next autumn.

At same time TV stations acted on behalf of equality for television in coverage of events to insure accurate and factual news job. This step was taken in adopting resolution offered by G. Bennett Larson, WPIX (TV) New York.

Telecasters acted Friday afternoon after self-dissection of video programming and after hearing Sen. Edwin C. Johnson (D-Col.) and FCC Chairman Wayne Coy.

Resolution for self-regulatory project was

(Continued on page 98)

Four-Department Plan Adopted by ABC

REORGANIZATION of ABC into four divisions—ABC Radio Network, ABC Television Network, ABC Owned Radio Stations and ABC Owned Television Stations, with each division to be headed by vice president [CLOSED CIRCUIT, May 28] announced by President Robert E. Kintner, effective July 2.

Radio Vice President Ernest Lee Jahncke Jr. to be vice president for Radio Network Division; TV Vice President Alexander Stronach Jr. to head TV Network Division; James Connolly, vice president in charge of network radio stations, becomes vice president for Owned Radio Stations and Radio Spot Sales; and Slocum Chapin, vice president in charge of network television stations, becomes vice president for Owned TV Stations and Television Spot Sales.

Mr. Stronach appointed Charles F. Holden, ABC-TV production manager, as assistant national director of program production for TV network, and said Ward Byron will continue as executive producer for TV, reporting to Mr. Holden.

ABC Cooperative Sales Dept. also split, with Ludwig Simmel, manager of cooperative program sales, as manager of radio co-op sales and George Smith, program manager, Chicago, manager of TV co-op sales.

In Chicago, James L. Stirton named director of TV Network for Central Division; Edward G. Smith, director of Radio Network, Central Division. On West Coast Ernest Felix named acting manager of Western Division, Donn B. Tatum, formerly of Don Lee, is director of TV and Francis Conrad, former KECA Los Angeles manager, is director of radio.

Five top administrative departments of ABC to continue operation in both radio and TV. Special service departments under C. Nichol Priaulx, vice president and treasurer; public relations and research, advertising and promotion departments under Vice President Robert Saudek; legal department under Vice President and General Attorney Joseph A. McDonald; news and special events departments under Vice President Thomas Velotta; and general engineering department under VP President Frank Marx.

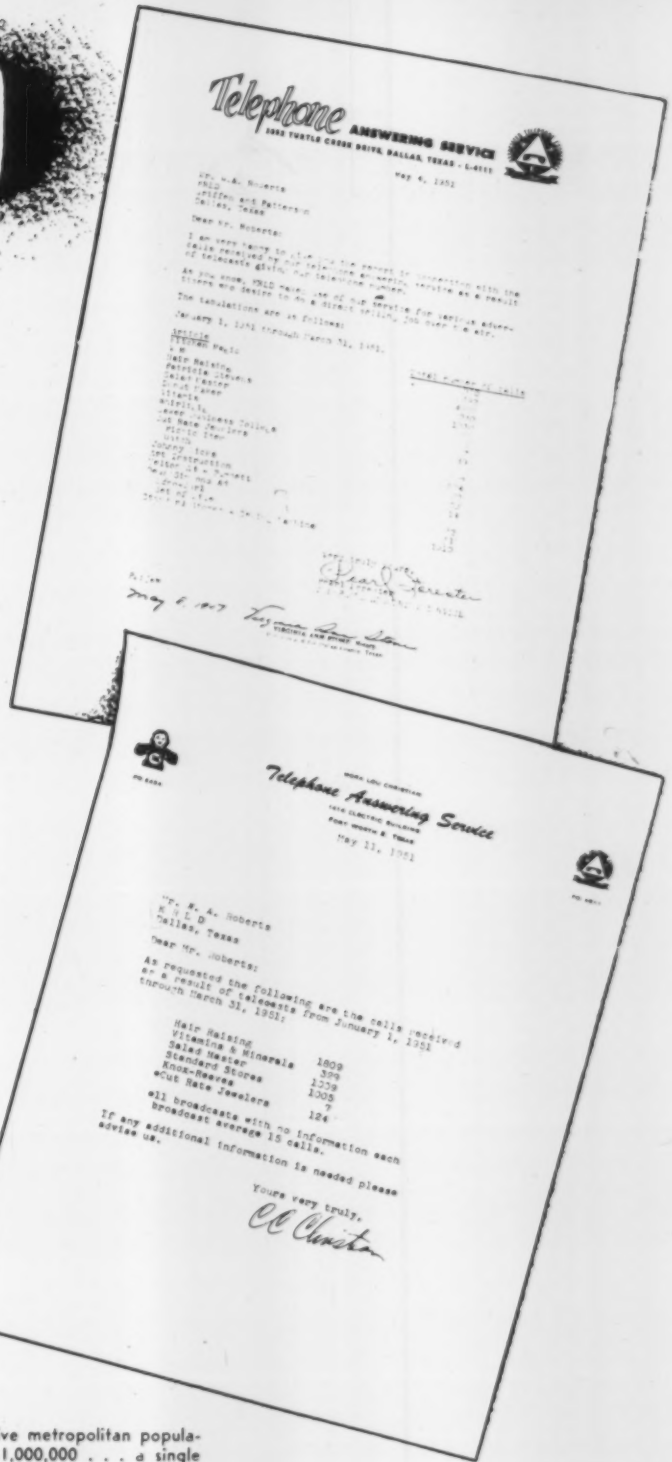
Application for FCC approval of $25 million merger of ABC and United Paramount Theatres expected to be filed early in July, contingent upon respective stockholders approving deal at their meetings July 27.

PROVED

KRLD-TV DELIVERS

BOTH THE DALLAS AND FT WORTH TV MARKETS

Analysis of a three months report (ended March 31), submitted by the Telephone Answering Services in Dallas and Fort Worth for FIVE advertisers, using KRLD-TV for direct consumer selling, shows.


Telephone ANSWERING SERVICE

May 11, 1951

Telephone Answering Service

May 11, 1951

Mr. E. A. Roberts
KRLD
Dallas, Texas

Dear Mr. Roberts:

As requested the following are the calls received as a result of telecasts from January 1, 1951 through March 31, 1951:

Hair Helping	1809
Vitamins & Minerals	306
Salad Master	1259
Standard Stores	1305
Kook-Reers	7
eCut Hate Jewelers	124

All broadcasts with no information each broadcast averages 15 calls.

If any additional information is needed please advise us.

Yours very truly,

CC Clarke

THE TWIN CITIES . . . . A SINGLE TELEVISION MARKET . . . . WHEN YOU BUY KRLD-TV

THE RECORD . . .

Advertiser	Dallas	Fort Worth
A	692	329
B	1030	1009
C	1910	1005
D	4085	1809
E	526	289
TOTAL DALLAS	8243	FORT WORTH 4441

The Forth Worth calls represent 53.9% of the calls received in Dallas.

1951 POPULATION DALLAS COUNTY 612,318

1951 POPULATION FT. WORTH (Tarrant County) 359,157

Based on population comparisons and weighed against the distribution of TV receiving sets in the north Texas area, the telephone record gives proof positive that KRLD-TV completely and effectively covers the Dallas-Fort Worth TV markets . . .

. . . a collective metropolitan population of over 1,000,000 . . . a single compact MARKET UNIT, the largest in the Southwest.

FORT WORTH *Calls = 53.9% of* DALLAS *Calls*

KRLD-TV

CHANNEL 4

Owners and operators of KRLD 50,000 Watts

The Times Herald Station—Dallas' Greatest Newspaper

John W. Runyon, President

Exclusive CBS outlets for Dallas, Fort Worth

The Branham Company Exclusive Representative

Clyde W. Rembert, General Manager

The shot that paid off 1000%

The target was sales for an industrial advertiser—and it was hit hard and clean. Here's what happened:

After sponsoring the Fulton Lewis, Jr. program, "sales increased from $6,000 a month to approximately $55,000 —or roughly 1,000%" for the Sunbury Wire Rope Manufacturing Company. As told by Mr. Kenneth P. Nelson, the firm's vice-president and general manager, to Mr. Charles Petrie of Station WISL, Shamokin, Pa., "in addition to the striking sales increase, inquiries requesting distributorships were received from quite a number of prospects within the broadcast area."

Whether you're interested in selling products for industrial use, or building up your market for consumer goods, the Fulton Lewis, Jr. program offers a ready-made audience at local time cost. Sponsored locally on more than 340 stations by 572 advertisers, Fulton Lewis, Jr. may still be available in your area. Check your Mutual outlet — or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

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NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Liz Thackston.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, EMpire 4-0775; James Montagnes.

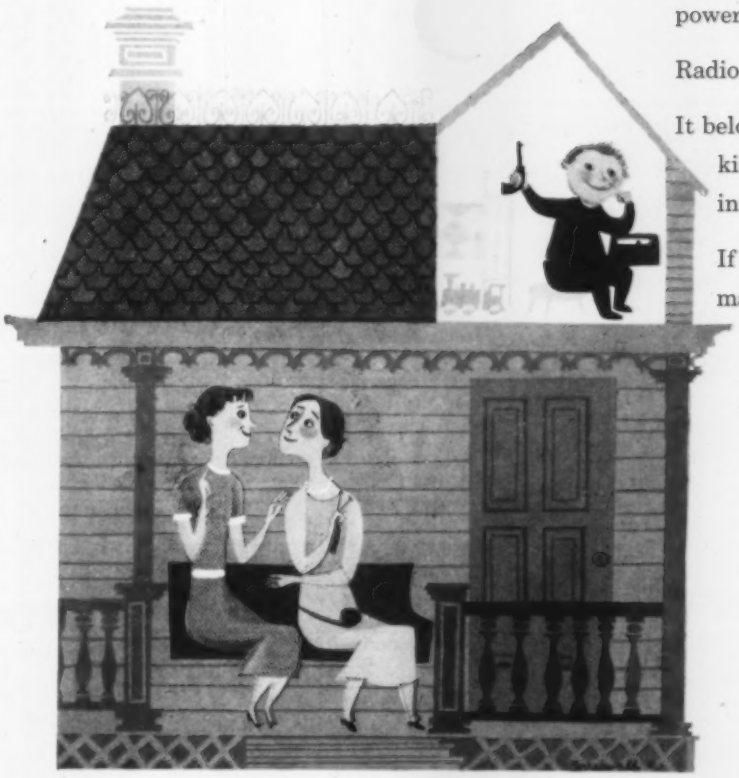
BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1951 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

"Naturally, Roger has his own radio"



We're not so sure he ought to have a set of his own.

Roger, being only five, might be better off outdoors, learning the sacred principle of the sacrifice bunt. Or having someone read him a story. And isn't he a little young to be picking all his own programs?

But the significant fact from your point of view is that most parents count radio so indispensable that no home, and hardly a room, is properly furnished without it. People have come to take it for granted that without radio, you can't successfully run a hotel, hire a maid, or raise a child.

This attitude points up a value more meaningful than the formidable statistics of competing advertising media. A quality too often buried under radio's own impressive circulation figures. The figures don't lie. They're just not articulate. They fail to make the simple point about radio's power that matters more than numbers.*

Radio belongs.

It belongs upstairs and downstairs, in the kitchen and in the car. In the city, and in places the mail gets to once a week.

If you are an advertiser with a big market to reach, you belong in radio.

The Columbia Broadcasting System

*95% of all U.S. homes have radios... People average nearly four hours a day listening to them. They spend 20% more time listening to CBS stations than to those of any other network.

COMPARATIVE NETWORK SHOWSHEET

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Drew Pearson (273) R*	Dance Orchestra	Quaker Challenge of the Yukon	You Can't Take It With You S
6:15	Seeman Bros. Mon. Headlines (268) R	"	"	"
6:30	Q.E.D. S	Starlight Melodies	Cudahy Packing Nick Carter (329)	Adventures of Archie Andrews S
6:45	"	"	"	"
7:00	Adam's Playroom S	Amer. Tob. Co. Guy Lombardo Time (192) R	Kellogg Wild Bill Hickok 7-7:25	The Quiz Kids S
7:15	"	"	" News	"
7:30	Ted Mack Family Hour S	Rexall Peggy Lee Show (185)	Affairs of Peter Salem	New Theatre S
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola Marie Lanza Show (192)	Singing Marshall	"
8:15	P&G Stop the Music	"	"	"
8:30	Mars Inc. Stop the Music (171)	Philip Morris Horace Heidt (179)	Enchanted Hour	U. S. Steel NBC Symphony
8:45	Lorillard Stop the Music (198)	"	"	"
9:00	Warner-Hudnut Walter Winchell (281)	Wrigley B'way Is My Beat (175)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (283)	"	"	"
9:30	TBA	Music For You	Les Higbie News	Mr. Moto S
9:45	"	"	War Review	"
10:00	Burton Dixie Corp., Paul Harvey (119)	Carnation Co. Contented Hour (178)	This Is Europe	$64 Question *OT
10:15	Gloria Parker Show S	" "	"	"
10:30	Co-op George Sokolsky	Longines-Wittnauer Symphonette (148)	Concerto	Yesterday, Today and Tomorrow S
10:45	My Lucky Stars S	"	"	"
11:00	News S	News	News	News from NBC
11:15 PM	Thoughts In Passing S	Elmer Roper	Shorty Warren Rangers	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri. 6-7 p.m.	Metro Life Ins. Doug Edwards (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	No Network Service 6:15-6:45
6:30	"	No Network	"	"
6:45	"	Ron Cochran & the News	"	Sun Oil Co 3-Star Extra (34)
7:00	Co-op* Headline Edition	Robt. Q. Lewis	Co-op Fulton Lewis Jr. (328)	Pure Oil Co. Harkness (33)
7:15	Co-op Elmer Davis	"	Dinner Date S	No Network Service
7:30	General Mills Lone Ranger (145) R	"	Bellone Gabriel Heatter (304)	Miles Labs News of World (158)
7:45	"	Am. Oil-Hamm. Don Hollenbeck (103)	Co-op Mutual Newsreel	Miles Labs One Man's Fam (155) H R
8:00	Man From Homicide S	Bromo Seltzer Hollywood Star Pl'house (177) R	Hashknife Hartley	A A of RR's Railroad Hour (171)
8:15	"	(off 7/7)	"	"
8:30	General Motors Henry Taylor	Lever-Lipton Godfrey Talent Scouts (159) R	8:30-8:55 Crime Fighters	Firestone Voice of Firestone (140)
8:45	World Wide Flashes S	"	"	"
9:00	United or Not S	Wrigley Romance (175)	Murder By Experts S	Bell Telephone Telephone Hour (168) R
9:15	"	"	"	"
9:30	Dream Beat S	Meet Millie	War Front—Home Front	Cities Service Band of America (96) N
9:45	"	"	"	"
10:00	US Army & Air Forces, Let's Go with R Flanagan	Strawhat Concerts	A. F. of L. Frank Edwards (134)	Boston "Pops" Orchestra *OT
10:15	—Off 7/16 "	"	I Love A Mystery	"
10:30	Sterling Drug News (207)	Dance Orchestra	Bands For Bonds	OT
10:45	Dream Harbor S	"	"	"
11:00	News S	News	Co-op Baukhage Talking	News from NBC
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	[Metro. Life Ins. Doug Edwards (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	No Network Service 6:15-6:45
6:30	"	No Network	"	"
6:45	"	Ron Cochran & the News	"	Sun Oil Co 3-Star Extra (33)
7:00	Co-op* Headline Edition	Robt. Q. Lewis	Fulton Lewis Jr. (328)	Pure Oil Co Harkness (29)
7:15	Co-op Elmer Davis	"	Dinner Date	No Network Service
7:30	General Mills Armstrong of the S.B.I. (162)	"	Personna Blades Gabriel Heatter	Miles Labs. News of World (158)
7:45	"	Am. Oil-Hamm. Don Hollenbeck (103)	Co-op Mutual Newsreel	Miles Labs One Man's Fam (155) H R
8:00	TBA	Operation Danger	Count of Monte Cristo S	American Portraits S
8:15	"	"	"	"
8:30	Sea Hound S	C-P-P T. Pwdr. Mr. & Mrs. North (152) R	Official Detective S	Dangerous Assignment
8:45	"	"	"	"
9:00	Co-op Town Meeting	Wm. Wrigley Pursuit (179)	John Steele Adventurer	It's Higgins, Sir
9:15	"	"	"	"
9:30	"	Philip Morris The Bickersons (149)	Mysterious Traveler	Pet Milk Jack Pearl & Mimi Benzell
9:45	Chr. S. Monitor Views the News R	"	"	"
10:00	Time For Defense S	Capitol Cloakroom	A. F. of L. Frank Edwards (23)	Lever Bros. Big Town (134)
10:15	"	"	I Love A Mystery	"
10:30	Sterling Drug News (207)	Dance Orchestra	Dance Orchestra	Summertime Serenade
10:45	Dream Harbor S	"	"	"
11:00	News S	News	Co-op Baukhage Talking	News from NBC
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross Opera Album S	* World News	Elder Michaux Happiness Hour	Co-op World News Leon Pearson
9:15	"	E. Power Biggs S	"	TBA
9:30	Voice of Prophecy, V&P Inc. (105)	"	Christian Rel. Church Back to God	We Remember (9:30-10 Spl)
9:45	"	Trinity Choir	"	Hudson Coal D&H Miners Spl (14)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (309)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (321)	Dr. Poole Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Everett Holles	Faultless Starch Time (53) Spl
11:15	"	"	Dixie 4 Quartet	Morning Serenade S
11:30	The Christian In Action S	Invitation to Learning S*	N'western U Review S	UN Is My Beat S
11:45	"	"	"	Carnival of Books
12:00 N	News S	People's Platform	College Choirs	America United S
12:15 PM	Brunch Time S	"	"	"
12:30	Co-op Piano Playhouse	Howard K. Smith	Co-op Hazel Markel	The Eternal Light S
12:45	"	Richfield C. Collingwood (35)	Dawn Bible Frank & Ernest	"
1:00	Sammy Kaye's Sun. Serenade S	Your Invitation to Music	William Hillman	U of Chicago Round Table
1:15	"	"	Organ Moods	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Breakfast Club (261) R S	Co-op News	Co-op Robt Hurleigh	Skelly Oil News (27)
9:15	Swift & Co. Breakfast Club (216) R	Barnyard Follies S	Co-op Tell Your Neighbor	No Network Service
9:30	"	"	Harmony Rangers	"
9:45	Philco Corp. Breakfast Club (290)	"	"	"
10:00	Sterling Drug My True Story (216) R	Toni-Reid-Murdock, A Godfrey (170) R	Co-op Cecil Brown (85)	P&G, Welcome Travelers (142)
10:15	"	Lever-Rinso Author Godfrey (174) R	Faith Our Time S*	"
10:30	Philip Morris Modern Romances (223)	Pillsbury, Godfrey (180) R	Dixieland Breakfast Club	Swift & Co* Red Foley Show (49) Spl
10:45	General Mills Betty Crocker (202) R	National Biscuit Author Godfrey (184) R	"	Campbell 10:30-11 Double or Nothing (132)
11:00	TBA (148)	Liggett & Myers Author Godfrey (190) R	Co-op Ladies Fair	Bristol Myers Break the Bank (167) M-W-F
11:15	P&G TBA	"	"	(T-Th. S)
11:30	TBA	Contnl. Baking Grand Slam (48)	Lorillard-Kraft* Queen for A Day	Prudential Ins Jack Berch (141)
11:45	P&G Dick Haymes	P&G Ivory Snow Rosemary (136)	"	Armour Dial Dave Garroway (166)
12:00 N	Philip Morris J. Olson Show (231)	General Foods Wendy Warren (150)	Miles Labs Alka-Seltzer Time	No Network Service
12:15 PM	Serutan Don Gardiner	Lever Bros. Aunt Jenny (29)	Lanny Ross S*	Pickens Party S
12:30	Not in Service	Whitehall Helen Trent (167)	Miscellaneous Program	No Network Service
12:45	"	Whitehall Our Gal Sunday (160)	Bob Poole Show	Songs by Eve Young S
1:00	Paul Harvey	P&G Ivory, Spic & Span, Big Sister (143)	Co-op Cedric Foster	Hometowners S
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (152)	Luncheon with Lopez	Pickens Party Rpt

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	(Network Opens 10 a.m.)	Coffee in Washington S
9:15	"	Barnyard Follies S	"	"
9:30	"	"	"	TBA
9:45	"	Garden Gate	"	"
10:00	" S	Lee Kelton Orchestra (153)	Miscellaneous Program S	Mind Your Manners
10:15	"	"	"	"
10:30	"	Make Way for Youth	Leslie Nichols	Pet Milk Mary Lee Taylor (151)
10:45	"	"	Helen Hall	"
11:00	Junior Junction S	Cream of Wheat Let's Pretend (153)*	TBA	Hollywood Love Story S
11:15	"	"	TBA	"
11:30	Dr. Gino S	Bymart S. Maugham Theatre (147)	U.S. Marine Band	My Secret Story S
11:45	"	"	"	"
12:00 N	101 Ranch Boys S	Armstrong Cork Theatre of Today (191)	Man on the Farm S	Barriault Washington News
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer S	Pillsbury Mills Grand Ole Ops. (155)	Georgia Crackers	US Marine Band
12:45	"	"	"	"
1:00	Navy Hour S	Armour Stars Over Hollywood (182)	Soldier's Serenade	Allis-Chalmers Natl Farm & H Hour (167)
1:15	"	"	Jerry & Sky S	"

SUNDAY

	ABC	CBS	MBS	NBC
1:30 PM	National Vespers S			
1:45	"			
2:00	Goodtown Talk Back to the Bible			
2:15	"			
2:30	Treasury Show S			
2:45	"			
3:00	This Week Around the World S			
3:15	"			
3:30	Dr. Billy Graham Hour of Decision			
3:45	"			
4:00	Gospel Message Old-Fashioned Revival Hr			
4:15	"			
4:30	Eve's Front Row Theatre			
4:45	"			
5:00	Cavalcade of Sports S			
5:15	"			
5:30	Sun Time Showcase S			
5:45 PM	Dr. Bulla Mogan 1107*			

FOR JULY 1951

THURSDAY

MBS	NBC	ABC	CBS	MBS	NBC	
Repeat of Kid Strips	News Bob Warren S	Not in Service	Metro. Life Ins. Doug Edwards (22)	Repeat of Kid Strips	News Lionel Ricau S	6:00 PM
"	No Network Service 6:15-6:45	"	You and the World S	"	No Network Service 6:15-6:45	6:15
"	"	"	No Network	"	"	6:30
"	Sun Oil Co 3-Star Extra (34)	"	Ron Cochran & the News	"	Sun Oil Co 3-Star Extra (22)	6:45
Fulton Lewis Jr. (228)	Pure Oil Co. Harkness (34)	Co-op* Headline Edition	Robt. Q. Lewis	Fulton Lewis Jr (228)	Pure Oil Co. Harkness (30)	7:00
Dinner Date	No Network Service	Co-op Elmer Davis	"	Dinner Date	No Network Service	7:15
Gabriel Heatter	Miles Labs News of World (158)	General Mills Armstrong of the S.B.I. (162)	"	VCA Labs Inc. Gabriel Heatter	Miles Labs News of World (158)	7:30
Co-op Mutual Newsreel	Miles Labs One Man's Fam (155) H R	"	Am. Oil-Hamm. Don Hollenbeck (103)	Co-op Mutual Newsreel	Miles Labs One Man's Fam (156) H R	7:45
The Hidden Truth S	Pete Kelly's Blues	Newsstand Theatre Players S	Gen. Mills Wildroot F.B.I. (149) R	California Caravan S	The Traitts	8:00
"	"	"	"	"	"	8:15
International Airport	Kraft The Falcon (153)	I Fly Anything	Whitehall Mr. Keen (156) R	Pal Blades Rod & Gun Club (135)	TBA	8:30
"	"	"	"	"	"	8:45
L&M Plus S	DeSoto Plym'th Dealers, It Pays To Be Ignorant (171)	Old Gold Orig. Amateur Hour (232)	Wrigley The Lineup (175)	True or False	L&M Fatima Dragnet (167) R	9:00
"	"	"	"	"	"	9:15
Family Theatre S	Bristol Myers Dist Attorney (178)	"	Philip Morris Playhouse on B'way (143)	Co-op Reporter's Roundup	Gulf Refining Counterspy (118)	9:30
"	"	Foreign Reporter S	"	"	"	9:45
A F of L Frank Edwards (134)	Am Cig & Cig The Big Story (174)	Operation Dixie	Dance Orchestra	A F of L Frank Edwards (23)	Screen Directors Playhouse * OT	10:00
I Love A Mystery	"	"	"	I Love A Mystery	"	10:15
Dance Orchestra S	RCA, Private Files of Rex Saunders (167)	Sterling Drug News (297)	"	Dance Orchestra	OT	10:30
"	"	Dream Harbor S	"	"	"	10:45
Co-op Baukhage Talking	News from NBC	News S	News	Co-op Baukhage Talking	News from NBC	11:00
U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	11:15 PM

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Doug Edwards (22) %	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	No Network Service 6:15-6:45
"	No Network	"	"
"	Ron Cochran & the News	"	Sun Oil Co 3-Star Extra (33)
Co-op* Headline Edition	Robt. Q. Lewis	Fulton Lewis Jr (228)	Pure Oil Co. Harkness (33)
Co-op Elmer Davis	"	Dinner Date	No Network Service
General Mills Lone Ranger (145)	"	Pearson Pharm Co Gabriel Heatter	Miles Labs. News of World (159)
"	Am. Oil-Hamm. Don Hollenbeck (103)	Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (156) H R
TBA	Bloch Party	Magazine Theatre	Short Story S
"	"	"	"
Equitable Life This Your FBI (286) R	"	Xavier Cugat & Orchestra	Nightbeat S
"	"	"	"
Heinz Life In Your Hands (288)	Rayburn and Finch Show	Air Force Hour S	Amazing Mr. Malone S
"	"	"	"
Steel Pier Orchestra	Phillips Petro Rex Allen Show (67)	A F of L Frank Edwards (134)	Friday Nite Dance Date S
"	"	I Love A Mystery	"
Hotel Claremont (SF) S	Dance Orchestra	Dance Orchestra	"
"	"	"	Pro & Con S
News S	News	Co-op Baukhage Talking	News from NBC
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Roger Ramner Trio S	News Griffing Bancroft S	Harmony Rangers	Bob Warren News
Una May Carlisle S	Atlantic City String Band S	"	Earl Godwin's Washington
Harry Wismer S	Saturday Sports Roundup	Organ Music	What's the Score?
Labor-Management S	Richfield L. Lesoeur (35)	"	"
Labor-Management S	Tropical Trip	Co-op Al Helfer	Living 1951
Co-op Bert Andrews	"	Twin Views	"
Space Patrol S	R J. Reynolds Vaughn Monroe (172) R	Comedy of Errors 7:30-7:55	Roy Shield & Company
"	"	7:55-8 State Farm Auto Ins Co., C Brown	"
Dancing Party S	Wrigley Rate Your Mate (176)	20 Questions	RCA, Musical Merry-go-Round (167)
"	"	"	"
Co-op Elmer Davis	"	Dinner Date	No Network Service
General Mills Lone Ranger (145)	"	Pearson Pharm Co Gabriel Heatter	Miles Labs. News of World (159)
"	Am. Oil-Hamm. Don Hollenbeck (103)	Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (156) H R
TBA	Bloch Party	Magazine Theatre	Short Story S
"	"	"	"
Equitable Life This Your FBI (286) R	"	Xavier Cugat & Orchestra	Nightbeat S
"	"	"	"
Heinz Life In Your Hands (288)	Rayburn and Finch Show	Air Force Hour S	Amazing Mr. Malone S
"	"	"	"
Steel Pier Orchestra	Phillips Petro Rex Allen Show (67)	A F of L Frank Edwards (134)	Friday Nite Dance Date S
"	"	I Love A Mystery	"
Hotel Claremont (SF) S	Dance Orchestra	Dance Orchestra	"
"	"	"	Pro & Con S
News S	News	Co-op Baukhage Talking	News from NBC
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SATURDAY

ABC	CBS	MBS	NBC
Roger Ramner Trio S	News Griffing Bancroft S	Harmony Rangers	Bob Warren News
Una May Carlisle S	Atlantic City String Band S	"	Earl Godwin's Washington
Harry Wismer S	Saturday Sports Roundup	Organ Music	What's the Score?
Labor-Management S	Richfield L. Lesoeur (35)	"	"
Labor-Management S	Tropical Trip	Co-op Al Helfer	Living 1951
Co-op Bert Andrews	"	Twin Views	"
Space Patrol S	R J. Reynolds Vaughn Monroe (172) R	Comedy of Errors 7:30-7:55	Roy Shield & Company
"	"	7:55-8 State Farm Auto Ins Co., C Brown	"
Dancing Party S	Wrigley Rate Your Mate (176)	20 Questions	RCA, Musical Merry-go-Round (167)
"	"	"	"
Dunning Party S	Philip Marlowe	Take a Number	Magnificent Montague *OT
"	"	"	"
"	Gangbusters	Hawaii Calls	Amer Tob Co Your Hit Parade (168) R
"	"	"	"
"	Mr. Aladdin	Lombardoland U.S.A. S	Bob & Ray Show
"	"	"	"
Saturday at Shamrock S	Carter Prod. Songs for Sale (124)	Chicago Theatre of the Air S	"
"	Songs for Sale	"	TBA
Dixieland Jam-Bake S	"	"	R J Reynolds Grand Ole Opry (161)
Club Can Do S	"	"	"
News	News	News	News from NBC
Hotel Roosevelt (LA) S	Dance Orchestra	Dance Orchestra	Herman Hickman

TIME

SUNDAY

CBS	MBS	NBC
Lutheran Hour (Lutheran)		American Forum of the Air S
"	"	"
Report from Pentagon		The Catholic Hour
Co-op Bill Cunningham		(News 3 min)
Top Tunes with Trendler		Mutual Benefit Ins., Bob Considine (163)
"		The Girl From Paris
Bandstand U.S.A.		Hormel, Music with the Hormel Girls (45)
"		"
Bobby Benson		Am Dairy Assn. David Lawrence (166)
"		Belmont Radio John C. Swayze (133)
Under Arrest S		The Saint S
"		"
TBA		U S Tobacco Martin Kane (167)
"		"
The Shadow S		Dimension "X" S
"		"
Williamson True Detective Mysteries (484)		Now Hear This S
"		"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Gems For Thought	P&G Crisco Dr. Malone (145)	Luncheon with Lopez	Co-op News George Hicks S
Not in Service	P&G Duz Guiding Light (143)	Harvey Harding Sings	Songs by Eve Young—Repeat
Co-op M. M. McBride	GF-Swansdown Mrs. Burton (75)	Tony Fontaine & Co	Campbell Soup Double or Nothing (134)
"	P&G Tide Perry Mason (148)	"	"
Thy Neighbors Voice S	Toni Co. Nora Drake (157)	Say It with Music	General Mills Live Like A Millionaire (75)
Frances Scully S	P&G Ivory Fl. Brighter Day (108)	"	Amer. Tob. Co. Banghart 2:55
Family Circle S	Miles Labs. Hilltop House (141)	Co-op Bob Poole Show	P&G Life-Beautiful (154)
"	Col.-Palm.-Peet Kings Row (48)	"	P&G Road of Life (154)
"	Pillsbury House Party (152)*	"	P&G Pepper Young (158)
"	"	"	P&G Right to Happiness (155)
Dean Cameron S	Co.-Palm.-Peet Strike It Rich (140) R	Miscellaneous Programs	P&G Backstage Wife (143)
Altar Bound S	"	"	Sterling Drug Stella Dallas (147)
The Perfect Husband Co-op	Treasury Bandstand	B&D Chucklewagon	Sterling Drug Y Widder Brown (147)
"	4:55-5 News	"	Manhtn. Soap Woman in my House (167)
Big Jon & Sparkie S	Tu Music You Knar M, W	Mert's Record Adventures (M-F 5-5:30 pm)	Whitehall Just Plain Bill (119)
"	The Chicagoans Th-F St. Louis Mat.	Bobby Benson Tu. & Th. (5:30-6 pm)	Whitehall Front Page Farrell (129)
Fun Factory S	Top Tune Time	Singing Marshall MWF 5:30-:55	TBA
"	Miles Labs. Curt Massey Time 143) R	Joe Lowe Corp. Mel Allen* M-W-F 5:55-6	TBA

SATURDAY

ABC	CBS	MBS	NBC
Luncheon With Lopez	Toni Co. Alias Jane Doe (151)	Dance Orchestra	Rio Rhythms
"	"	"	"
Music of Today S	Hormel & Co. Music with H. Girls (111)	Dunn on Discs	Musicana
"	"	"	"
Canadian Rhapsodies	The Chicagoans	"	Slim Bryant & His Wildcats
"	"	"	"
Pan American Union	Farm News	Caribbean Crossroads	TBA
"	Adv. in Science	"	Rhythm Rendezvous
Roseland	Report From Overseas	Bands for Bonds	US Army Band
"	Dance Orchestra	"	"
Horse Racing	"	Sports Parade S	Musical Portraits Races St July 2
News	Horse Racing	"	Horse Races July 7 & 14
Bandstand USA S	Cross-Section USA	Bandstand U.S.A.	TBA
"	"	"	"
Marines Pass In Review	Radio Reporter's Scratchpad	Bobby Benson	TBA
"	Saturday At The Chase	"	"
Vacation Time	"	Quaker Challenge of the Yukon	Big City Serenade
Club Aluminum Club Time (28)	Horse Racing	"	"

Explanatory: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced. Time EDT.

ABC

8:50-9 AM Mon.-Fri., Philip Morris, One Man's Opinion, 200 stations.
7-7:05 PM Mon.-Fri., Taylor Grant.
7:30-8 PM M-W-F, American Bakeries Co., Lone Ranger, 62 stations.

CBS

8:30-9:15 AM Sun., General Foods, Sunday Morning Gatherin', 107 stas.
8:30-8:45 AM M-F, General Foods, Renfro Valley Country Store, 59.
11-11:05 AM Sat., Campana Sales Co. Bill Shadel News, 178 stations.
11:30-35 AM Sun., Bill Shadel News, S.
3:55-4 PM M-F, Puritan Co., Julian Bentley News, 147 stations.
5:55-6 PM Sun., American Safety Razor Corp., Edw. P. Morgan, 148 stations.

MBS

NOTE: Split network (4/16-9/30) from approx. 2-4 PM Mon.-Sun.: Network A, regular shows; Network B, baseball, related shows by co-op and Gillette and Camels.
8:55-9 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 374 stas.
8:55-9 AM Mon.-Fri., Arthur Van Horn & News, American Tobacco Co.
10:25-10:30, 11:25-11:30 AM Mon.-Fri., 12:25-12:30, 2:25-2:30, 3:25-3:30, 4:25-4:30 PM Mon.-Fri., Bab-O Reporter, B. T. Babbit Inc.
10:55-11 AM Mon.-Fri., Talk Back With Happy Felton, American Tobacco Co.
11:30-12 noon Tues., Thur., Kraft Foods Co., co-sponsors Queen for a Day.

NBC

*OT — Operation Tandem, Whitehall, RCA and Liggett & Myers.
8-8:15 AM Mon.-Fri. Alex Drier Skelly Oil Co. 27 stations.
9-9:15 AM, Sat. This Farming Business, Skelly Oil Co. 26 stations.
10:30-10:45 AM, Mon.-Fri. Cal Tinney, General Mills, 11 stations.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
June 25, 1951 Copyright 1951

in the carolinas... **radio is still the champ!**

With more listeners and higher ratings than when television entered the ring, fast, rugged radio is still champion of advertising media in the Carolinas. A typical national advertiser* on WBT is now reaching *17,000 more families per program* than a year ago.

Remember . . . all markets are *not* alike. For the Carolinas, get the *facts* . . . from WBT or the nearest office of RADIO SALES.

* *We'll show you the figures*

WBT CHARLOTTE

COLOSSUS OF THE CAROLINAS

JEFFERSON STANDARD BROADCASTING COMPANY

REPRESENTED NATIONALLY BY RADIO SALES

new business

Spot • • •

LOS ANGELES BREWING Co., L. A. (Eastside beer), starts sponsoring five weekly transcribed *Lonesome Gal* on KYA San Francisco and June 23 started Sat. night 60 minute *Wrestling* on KRON-TV San Francisco. Contracts are for 26 weeks. Firm also sponsors L. A. Angels home games on KLAC-TV Hollywood; weekly 45 minute *Dixie Showboat* on KTLA Hollywood, and has film spots schedules on five Los Angeles TV stations. Transcribed radio spots are used on KNX Hollywood with other stations to be added. Agency: Warwick & Legler, L. A.

GOODMAN & SONS, N. Y. (noodles, macaroni), considering fall TV spot announcement campaign. Agency: Al Paul Lefton, N. Y.

HOFFMAN RADIO Corp., L. A. (radio, TV set mfgr.), starting Sept. 21 sponsors telecasting of 23 junior college night football games over KFI-TV Los Angeles Fri. and Sat. for eleven weeks. Out-of-state and southern California teams will participate. Agency: Walter McCreery Inc., Beverly Hills.

SHEERR BROS. & Co., N.Y., (Armo interfacings for all types of apparel) starting promotion campaign through Lane Adv., same city. Radio and television contemplated.

B. F. McDONALD Co., L. A. (safety equipment), planning campaign starting in July and will use series of six one minute animated and live action film spots on TV stations in Los Angeles, San Francisco and Houston. TV Ads Inc., L. A., is producing series. Agency: Philip J. Meany Co., L. A.

Network • • •

GENERAL ELECTRIC to sponsor *General Electric Guest House*, panel-variety program featuring Oscar Levant, over CBS-TV, 9-10 p.m., beginning July 1, as summer replacement for the *Fred Waring Show*. Agency: Young & Rubicam, Inc., N. Y.

SEEMAN BROTHERS Inc., Hudson, N. Y. (Air-Wick), renews *Monday Morning Headlines*, Sundays, 6:15-6:30 p.m., over 272 ABC stations for 52 weeks, effective May 27. Agency: William H. Weintraub Co., N. Y.

COLGATE-PALMOLIVE-PEET Co., renews *Colgate Comedy Hour*, Sun., 8-9 p.m. over NBC-TV for 44 weeks, effective Sept. 2. Agency: Sherman & Marquette Inc., N. Y.

BLOCK DRUG Inc., Jersey City (Amm-I-Dent, Pycopay) to sponsor 10-10:15 a.m. portion of *No School Today*, children's show originating from WSAI Cincinnati, over ABC Saturday. Agency: Cecil & Presbrey, New York.

GENERAL FOODS, N. Y., replaces *Aldrich Family*, effective Aug. 26 with new program, *Young Mr. Buttons*, featuring Jackie Kelk, Sun. 7:30-8 p.m. on NBC-TV. Agency: Young & Rubicam, N. Y.

Agency Appointments • • •

SALES BUILDERS Inc., Los Angeles, for its Max Factor line of women's cosmetics, names Tatham-Laird, Chicago, to handle its advertising, reportedly more than $1 million yearly. Products are Pan Cake makeup, Pan-Stik makeup, lipstick, face powder and the New Worlds of Beauty line of cream and lotions. Max Factor sponsors *Sheilah Graham* on film on NBC-TV.

SON-CHIEF ELECTRIC Inc., N. Y. (toasters, grills and other small electrical appliances) appoints H. B. Humphrey, Alley & Richards, N. Y., as agency. Firm tentatively planning eastern and midwestern regional spot TV campaign. Account executive is **Charles Holcomb.**

NUNN-BUSH SHOE Co., Milwaukee, names E. Earl Bothwell and Hamilton Adv. to handle account. Bothwell handles advertising in New York and Los Angeles, Hamilton in Chicago, where **Ray A. Washburn** is account executive. Appointment effective July 1. Radio is expected to be used.

ALVAREZ & PASCUAL, (distributor for Mido Watches and Sheaffer Pens and Pencils in Puerto Rico) appoints Publicidad Badillo Inc., San Juan, to handle advertising in Puerto Rico.

SPONSORS GET "PROMOTION *PLUS*"* ON WDSU

NATIONAL AND LOCAL PUBLICITY

* WDSU Activities and Achievements Are Consistently Featured!

• The programs and activities of WDSU receive nationwide publicity in well known consumer magazines and trade publications. WDSU programs are regularly featured in the widely read Radio-TV columns of New Orleans' daily and weekly newspapers.

NO OTHER NEW ORLEANS STATION OFFERS SUCH CONTINUOUS "PROMOTION PLUS" TO SPONSORS!

• Write, Wire or Phone Your JOHN BLAIR Man!

AM TV FM
WDSU
NEW ORLEANS

The **plus** in

St. Louis Radio

is the

"St. Louis Ballroom"

KXOK is St. Louis' promotion station. KXOK builds extra audience for the "St. Louis Ballroom," through all-media promotion . . . billboards, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, promotion announcements on KXOK, special mail promotions and personal appearances of outstanding KXOK personalities. It's a plus that pays off for advertisers... makes KXOK a bigger buy for effective selling in the St. Louis market. Ask now about availabilities. See the John Blair man or KXOK today.

KXOK St. Louis' ABC Station, 12th & Delmar, CHestnut 3700
630 KC • 5000 Watts • Full Time

Represented by John Blair & Co.

agency

HOLCOMBE PARKS, executive vice president Apex Film Corp., N. Y. and L. A., to Benton & Bowles, N. Y., as vice president and director of public relations.

HEBER G. WOLSEY, executive secretary and script writer KSL Salt Lake City, appointed radio and television executive Gillham Adv. Agency, same city.

Mr. Wolsey

LAURA EGGLESTON named timebuyer Henri, Hurst & McDonald, Chicago, succeeding **MARY POLOSON,** resigned.

JOHN C. GILLIS named director of research and marketing H. W. Kastor & Sons, Chicago, where he has been employed in an executive capacity since March 1950.

W. S. KIRKLAND of the Chicago advertising agency of the same name, elected acting president of the new Advertising Club of Chicago.

HOWARD G. SAWYER, copy director James Thomas Chirurg Co., N. Y., named head of new plans and marketing department of agency, and elected to board of directors. He has been with agency since 1933.

JEANNE SULLIVAN, timebuyer Duane Jones Co., to Wyatt & Schuebel, N. Y., as head of timebuying department, effective early July.

on all accounts

THEODORE PAUL (Ted) WALLOWER is the new radio and television timebuyer for Bermingham, Castleman & Pierce, New York, succeeding George Castleman, who joined the sales development division of Radio Sales, CBS [CLOSED CIRCUIT, June 4].

Mr. Wallower, born in Joplin, Mo., Jan. 21, 1919, spent six years of his school life in preparing for a career in medicine, studying successively at the U. of Missouri, Washington U., St. Louis, and U. of Chicago. But World War II interrupted his studies and changed his career, a loss to the medical profession that has become advertising's gain.

He joined the Navy in 1939 as an enlisted man in the Hospital Corps. He later became an ensign and served in Iceland, the Naval Hospital in Brooklyn, and in hospitals in North Africa, Greenland and in the South Pacific area.

Mr. WALLOWER

In 1946, when he returned to civilian life, he joined Jean Fields (a New York employment agency) and served in personnel for a year. The following year was spent in hospitals again, this time as a patient undergoing and recovering from a serious operation.

By 1948, well recuperated, he joined Bermingham, Castleman & Pierce as an accountant. Among his duties, he helped handle radio billing for the agency. Last week when Mr. Castleman resigned, Ted Wallower was promoted to the timebuying position. Among the accounts he will handle for the agency are the following: Grif Shoe Polish (radio and TV), Con Shampoo (TV), Sabena Airlin (radio) and Dif Products (radio).

Mr. Wallower is a bachelor and lives in an apartment at Fort Le N. J. His hobbies are music and the theatre.

beat

JOHN H. GERBER, assistant account executive Griswold-Eshleman Co., Cleveland, appointed youth delegate of Cleveland Advertising Club to the International Advertising Conference to be held in London, England, July 7 through July 13.

RAYMOND F. RUFFLEY, account research director Kenyon & Eckhardt, N. Y., to research department Dancer-Fitzgerald-Sample, N. Y., as project director.

HERBERT A. BLANCHET Jr., art director Doherty, Clifford & Shenfield, N. Y., to McCutcheon's (department store), same city, as art director.

NORMAN C. KAL, president Kal, Ehrlich & Merrick, Washington, elected board chairman of Better Business Bureau.

L. R. COOK, account executive and advertising manager Milton Roy Co., Phila., to John P. Eldridge Adv., same city, as technical writer.

KENNETH T. VINCENT, Cunningham & Walsh, N. Y., appointed executive of creative staff Campbell-Ewald, N. Y.

RAY GAGE, president C. B. Juneau Adv., Inc., L. A., and president, Southern Calif. Advertising Agencies Assn., and **MURIEL TOLLE,** Tolle Co., San Diego, will attend the International Advertising Conference in London.

TILDS & CANTZ Adv., Hollywood and **A. L. PAUL,** L. A. join Southern Calif. Advertising Agencies Assn.

JAMES K. MARTINDALE, Kenyon & Eckhardt, N. Y., to Dancer-Fitzgerald-Sample, same city, as vice president and copy executive, effective July 1.

RONALD G. VAN TINE, feature writer *Philadelphia Bulletin,* to public relations staff John LaCerda Agency, Phila.

PHYLLIS McEACHERN, production assistant on Tintair account, Cecil & Presbrey Inc., N. Y., and Joel Gross, were to be married June 22.

DORIS HODGES, publicity dept. WPIX-TV New York, to Kurt Hofmann Assoc., N. Y.

MALCOLM LUND, advertising manager home appliance division of Murray Corp. of America, Scranton, Pa., to Christiansen Advertising Agency, Chicago, as vice president and account executive. He is former account executive at Young & Rubicam, Chicago, and promotion manager of Parker Pen Co.

FINAL stage of negotiations for CBS acquisition of assets from Hytron Radio & Electronics Corp., including Air King Products Co., in return for network stock is reached as CBS President Frank Stanton (second, r) signs papers following approval of merger by stockholders [BROADCASTING • TELECASTING, June 18]. Closing the deal are (l to r) David H. Cogan, president of Air King Products Co., owned by Hytron; Bruce A. Coffin, Hytron president; Ralph Colin, of the legal firm of Rosenman, Goldmark, Colin & Kaye, CBS counsel; Mr. Stanton; and Lloyd H. Coffin, board chairman of Hytron. Actual transfer of assets was consummated June 15.

ON THE WASHINGTON SCREEN

Sure-fire shows for sure-fire sales . . . . ! *

EVERY WEEKDAY AFTERNOON

"Hollywood Matinee"

2-3 PM

BAXTER WARD

* WATCHED BY MORE PEOPLE THAN WATCH ANY OTHER PROGRAM ON TV AT THE TIME!
—ARB TV Survey, Apr. 14-21, 1951

Hollywood Matinee brings to the television screen the top stars in top shows — full length feature films that offer suspense, thrilling love stories, delightful comedy, and tune-ful musicals. Popular Baxter Ward introduces the one minute commercials between "acts."

RUTH CRANE

"The Modern Woman"

3-3:30 PM

* ". . . EVERY TYPE OF LISTENER SHOULD FIND A TOPIC OF INTEREST."
—Variety Magazine, Jan. 24, 1951

The Modern Woman on Television brings housewives **more** homemaking helps; **more** party and etiquette advice; **more** fashion news; **more** decorating ideas; **more** food demonstrations; **more** beauty and self-improvement suggestions; **more** of the exciting personalities in the news; AND **more** imagination and **more** action! Jackson Weaver helps Ruth Crane make it all **more** entertaining—the one minute participations can help any advertiser to sell MORE!

Represented Nationally by THE KATZ AGENCY, INC.

WMAL **WMAL-TV** WMAL-FM

THE EVENING STAR STATIONS

WASHINGTON, D. C.

Let's untangle

While openly announced network radio rate cuts are picking the silver out of a radio station's pocket, don't overlook the hand that's reaching for the folding money.

What do we mean? Just this: an open cut, visible on the rate card, in a radio station's rate is either fair or unfair depending on the actual value an advertiser gets for each advertising dollar spent. But a much more serious threat to any radio station is the kind of cut that goes right into the heart of a station's national spot business.

The revenue that the radio stations get from national spot is greater than the revenue received from any network — or of any two networks combined. This is the money which, in large part, has built the superb technical facilities, strong local programming, effective public service, which have made individual radio stations great and which have made radio a great advertising medium.

When we call radio a great advertising medium, we mean *all* radio — individual stations doing their job and national networks (which are merely composites of individual stations) doing their job too.

Anything which pulls the legs out from under good radio stations can't help but drop the whole radio medium squarely on its spine. Advertisers and agencies who rely on radio should view this with the same alarm as a football coach who sees his star ball-carrier forced to leave the field.

National spot revenue, to a station, frequently means the difference between strong, healthy operation and weakened operation. This, we feel, is important to any radio advertiser; for it affects the value of a proven and essential advertising medium. The networks are now jeopardizing the station's national spot revenue by selling a sort of counterfeit spot radio over their chain facilities. The advertiser pays full rate for this but, as we shall see, he gets a bogus product in return. The station, meanwhile, gets only half the normal return from national spot. It is this fact which constitutes the threat to station revenue, with its resulting unfortunate consequences for station and advertiser alike.

As an advertiser, you can easily ask "why tell me about this? I can still buy spot. In some ways I can buy it easier. What's all this to me?" It's a good question and a fair question.

We don't expect advertisers to fight the stations' battles for them. The stations themselves will have to meet this threat to their existence — and they will. But we do believe that advertisers and their agencies should know about it. Even though this far more penetrating kind of rate cut has been covered up by the widely publicized network rate controversy, advertiser and agency alike can easily recognize it and grant it its proper importance. The following facts may help to define it:

Radio's Lifeline

▶ When a radio station carries a commercial program from a network, the station is paid about 36 cents on the dollar. (Many get far less.) When the station carries national spot, it is paid about 72 cents out of the dollar.

▶ Therefore, if the network successfully invades the national spot field, in any of several forms, disguised or undisguised, the station's income from national spot is cut in half!

Call it a Pyramid plan. Call it a Tandem plan. Call it what you will. It still boils down to a scheme for selling national spot announcements. These have traditionally been left to individual stations as a primary source of revenue.

Some of the network raids on this essential station business don't even bother to hocus pocus the operation with a fancy name. They just sell minute announcements on the network. Period.

The advertiser who buys this service from the network is actually missing out on most of the selling advantages that make spot the forceful medium it is. He loses spot's complete market flexibility. He has to use the particular network station in a market, even though another station is basically stronger or can offer better time periods. He can't take his choice of early morning in one market, midday in another, or suppertime in another — depending on listening habits in each particular area. He writes off — because the network can't provide it — the persuasive salesmanship of the local personality who knows best how to talk to and sell his own neighbors. The advertiser who talks from a faraway network headquarters loses the close support of brokers, distributors, and dealers. These men on the firing line, who do so much to move the advertiser's product, aren't usually on a "first name" basis with the network microphone maybe a thousand miles away.

Even if an advertiser could afford to substitute the watered down network product for genuine spot radio, he should, we feel, remember that when a network weakens a station — by siphoning off station revenue or by shaving the quality of network service — the network weakens itself in turn. This helps nobody.

Radio, on any level, is made up of individual, independently owned radio stations. No network can ignore this fact. No network can chew off its own limbs and still survive.

The stations know the problem. Many of them are working their hardest to solve it. They neither ask nor expect you as advertiser and agency to fight the battle for them. Right now it is enough that you know the issues.

* * *

This message, the second in a series, was prepared as a service to good radio.

EDWARD PETRY & CO., INC.

NEW YORK CHICAGO DETROIT DALLAS
LOS ANGELES ST. LOUIS SAN FRANCISCO

To an Account Executive

with radio budget problems and an ulcer

Perhaps you have never smelled the fragrance of new-mown hay tedding on rolling acres, or watched the clean steel of a plow slipping through the fertile black soil of Iowa. Antonin Dvorak made powerful music for the *New World Symphony* from such ingredients. We, more interested in powerful buying power, prefer to hear the music made by the seasonal *finale*—the clunk of hard ears of corn hitting a backboard—the hiss of a thresher spewing kernels of wheat for tomorrow's bread. *Iowa's 34.8 million acres of tillable soil produce, among an abundance of other things, 10% of the nation's food supply and contribute to the high per capita wealth of Iowans, currently 61% above the national average.*

The half-acre in the country to which you repair week-ends—or aspire to—is about 1/320th the size of an average Iowa farm. If you feel that you ought to have a gold mine in the back yard just to meet your country living costs, compare your situation with an Iowan's. *Iowa's rockless soil produces more wealth each year than all the gold mines in the world.*

Before you dash out for a harried lunch of soft-boiled eggs and a glass of milk (while many an Iowan is tuning his radio to WMT and sitting down—at home—to a leisurely noon-day meal of sizzling steak, golden roasting corn dripping with freshly churned butter, tender garden peas, strawberries and cream . . .) please consider this:

A Class C station break on WMT has a potential audience (within the 2.5 mv contour) of more than 1.1 million people—and it budgets at $12 (260-time rate). It's a market worth reaching—and in Eastern Iowa WMT *reaches*.

Please ask the Katz man for additional data.

5000 WATTS
Day & Night
600 KC

WMT
CEDAR RAPIDS

BASIC COLUMBIA NETWORK

open mike

EDITOR:

I read with a great deal of interest your comprehensive story, "TV's Big Chance" in the June 18 issue of BROADCASTING • TELECASTING. It is by far the most complete I have seen on the Ford Foundation grant to the NARTB.

Harold Franklin
Program Director
Institute For Democratic Education
New York

[EDITOR'S NOTE: We're grateful to Mr. Franklin for his praise, but lest his last sentence mislead readers, we point out that the Ford Foundation has not as yet made a grant to the NARTB. It has only suggested one may be made if a suitable program can be arranged.]

FM Editorial Disputed

EDITOR:

Congratulations!

Once again the unchallenged leader in the field of radio trade news reporting comes to the fore. BROADCASTING • TELECASTING has come out against FM, leading the industry to greater disrespect of that insignificant, though superior, broadcasting medium.

After all, there are only about seven or eight million FM receivers in the homes of the American people.

And there are only seven hundred stations broadcasting in all those wide open spaces of 88 to 108 megacycles. And most of these stations offer abominably better service over disgustingly larger areas on FM than they do on AM. Why give the people something better? They've had AM for 25 years now, so let them take it for the rest of the days of radio.

But in doing this, the broadcasters ought to make one concession. Since radio listeners won't be able to hear high-fidelity transmissions any longer, the television sound should be changed to AM. Give televiewers that good old static and interference that they miss! Let them go DX'ing all over the lot with TV sound!

Then everything is straightened out. No? You don't want to *completely* kill FM? Then move the band again. Listeners to that horribly superior medium delight in buying new sets. Why, they'd just love to run out and plunk down a few million more dollars for FM receivers.

And too, you'd better do something about those firms, few though they may be, which have gotten out of line and tried to produce a *good* FM radio at a reasonable price. You'd better grab Zenith and General Electric first; they've even had the audacity to *promote* FM—and successfully, at that!

After that, you'd better go after some of the broadcasters themselves, such as Edward A. Wheeler, Josh Horne, Michael Hanna, Ira Hirschman, Ben Strouse, Everett Dillard, and perhaps a score of other insane individuals who unfortunately have the misconception that FM is the finest sound medium there is. These men must be exterminated.

While we're all at it, we'd better pass out bouquets to those stations which have "mothballed" their FM. Fine! They deserve all the praise the industry can heap upon them.

That just about clears up the FM situation. Shall we start on television's troubles tomorrow?

George W. Hamilton
Maplewood, N. J.

EDITOR:

It is difficult for me to believe that you actually wrote the editorial titled "FM's Aches, TV's Balm?" [BROADCASTING • TELECASTING, June 11]. Never, since I began reading BROADCASTING • TELECASTING, have I seen such a low blow struck at any segment, large or small, of the broadcasting industry. . . .

Your statement that "substantial engineering opinion supports the view that the fewer than 700 FM stations might well be accommodated in two megacycles or 10 channels" is so erroneous that if I were you I'd change my source of "substantial engineering opinion." Have you examined the channel separation in this area? There are now some 13 or 14 stations operating [here]. . . .

R. P. Adams
KUTE (FM) Glendale, Calif.

[EDITOR'S NOTE: Two megacycles would accommodate the FM stations in most places, if not in such densely populated markets as Los Angeles, of which Glendale is a part. We struck no low blow against FM in our editorial, merely cited indisputable facts that (1) FM in general has not been spectacularly profitable; (2) many FM stations depend economically on transitcasting and other specialized services and should not be deprived of them by the FCC or the courts; (3) since only 700 FM stations exist, although there is accommodation for thousands more, some spectrum space might be diverted to the more sought-after medium, television. Anyone who thinks BROADCASTING • TELECASTING is opposed to FM hasn't read us very closely.]

EDITOR:

. . . I am not writing with any bitterness but merely in the hope that you might publish this letter so as to give hope to the FM broadcasters that as yet haven't been dis-

(Continued on page 82)

WOAI

is a BETTER THAN EVER BUY!

DOMINANT BY NIGHT

WOAI has almost 5 times the NIGHTTIME coverage of any other San Antonio station (BMB).

DOMINANT BY DAY

WOAI has almost 2½ times the DAYTIME coverage of any other San Antonio station (BMB).

DOMINANT BY NIGHT and DAY

WOAI leads in Hooper ratings morning, afternoon and night. (Hooper's continuing study; San Antonio Metropolitan Area).

DELIVERS MORE AUDIENCE

WOAI, since 1942, has increased its radio family audience 108% — this after erroneously eliminating all TV families in area as per ANA.

FOR LESS MONEY!

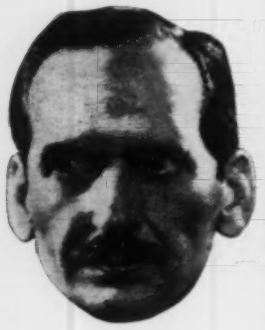
WOAI has increased its basic hour rates only 13% since 1942. Radio families have increased 84%. On this basis WOAI might logically increase its rate from $340 to $624 an hour.

Still the MOST POWERFUL advertising influence in THE SOUTHWEST!

San Antonio 25th AMERICA'S FASTEST GROWING MAJOR CITY

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles, St. Louis
Dallas, San Francisco, Detroit

Richard Harkness



"Richard Harkness and the News" a fifteen minute late evening roundup is available for sponsorship in this news conscious market. Discerning timebuyers need only know that it's HARKNESS, Monday through Friday, 11:15 PM.

This availability represents an opportunity to establish a product name with a name news man, long respected in national news commentary.

Harkness' reputation for hard news and hard selling demands your consideration. Call WRC — or National Spot Sales.

MONDAY THRU FRIDAY
11:15-11:30 PM

IN THE NATION'S CAPITAL YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
NBC
5,000 Watts • 980 KC

feature of the week

Mr. Eden completes the final contract details with Mr. Thornburgh and Mr. deRussy.

AN advertiser-station relationship, that started in the depression days of the early 30's and became more firmly established in the ensuing two decades, was appropriately observed June 11 in Philadelphia. For on that date the American Stores Co., one of WCAU Philadelphia's oldest radio advertisers, signed a contract for its 21st year on WCAU.

Present at the contract signing, which took place in the offices of William H. Eden, vice president of the American Stores Co., were, Donald W. Thornburgh, president of WCAU stations, and John S. deRussy, sales manager for WCAU radio. In the 20 years it has carried its radio advertising exclusively on WCAU, the company

(Continued on page 84)

strictly business

Mr. SCHAFER

WHEN the Kefauver crime hearings monopolized TV screens, Harold Schafer felt the magnetic attraction. The 39-year-old president of the Gold Seal Co. of Bismarck, N. D., bought two full days on WGN-TV Chicago picking up 2 million Chicago viewers at a cost of $1.25 per thousand.

The alert maneuver typifies the sales strategy of the former traveling salesman of the plains who built a multimillion dollar business around Glass Wax, a glass cleaner, within the short space of a few years.

Radio and television played an important role in the phenomenal success story from the start. The first advertising investment the young North Dakotan made was the purchase of spots over home town stations which he wrote and oftentimes even broadcast himself.

Last year the investment in radio had multiplied like the amazing sales figures of Gold Seal. As a network sponsor of Arthur Godfrey, radio appropriations hit a peak. Present schedules call for a variety of spot radio and TV.

Just recently Schafer's Glass Wax television spots won an award from the Chicago Federated

(Continued on page 79)

Sir Rob't. Bacon

Wyoming Valley's
"GRAND KNIGHT OF THE TURNTABLE"

Hit tunes — Top bands — New stars are all brought to Pennsylvania's 4th largest marketing area 1st by our own Bob Bacon.

More people listen to Bob's "Bacon for Breakfast" show on WBRE than any other disc show in town.

There's no "Ham" in this Bacon. He makes sweet music for listeners and **Money for Advertisers.**

Write or call us for availabilities on Wyoming Valley's top disc show . . . "Bacon for Breakfast."

PHONE WILKES-BARRE 3-3101

WBRE
WILKES-BARRE PENNSYLVANIA
NBC
AM-FM AFFILIATE

when you're counting costs in DETROIT you can count on WWJ.

you sell the dynamic

3½ BILLION DOLLAR

Detroit Market

for

14.5% less

when you buy

WWJ's average cost-per-thousand listeners in the Detroit market serving 828,720 families is 14.5% *lower* than the average cost-per-thousand for radio time in Detroit (based on March-April 1951 Pulse ratings).

FIRST IN DETROIT *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

WWJ AM-FM

Basic NBC Affiliate

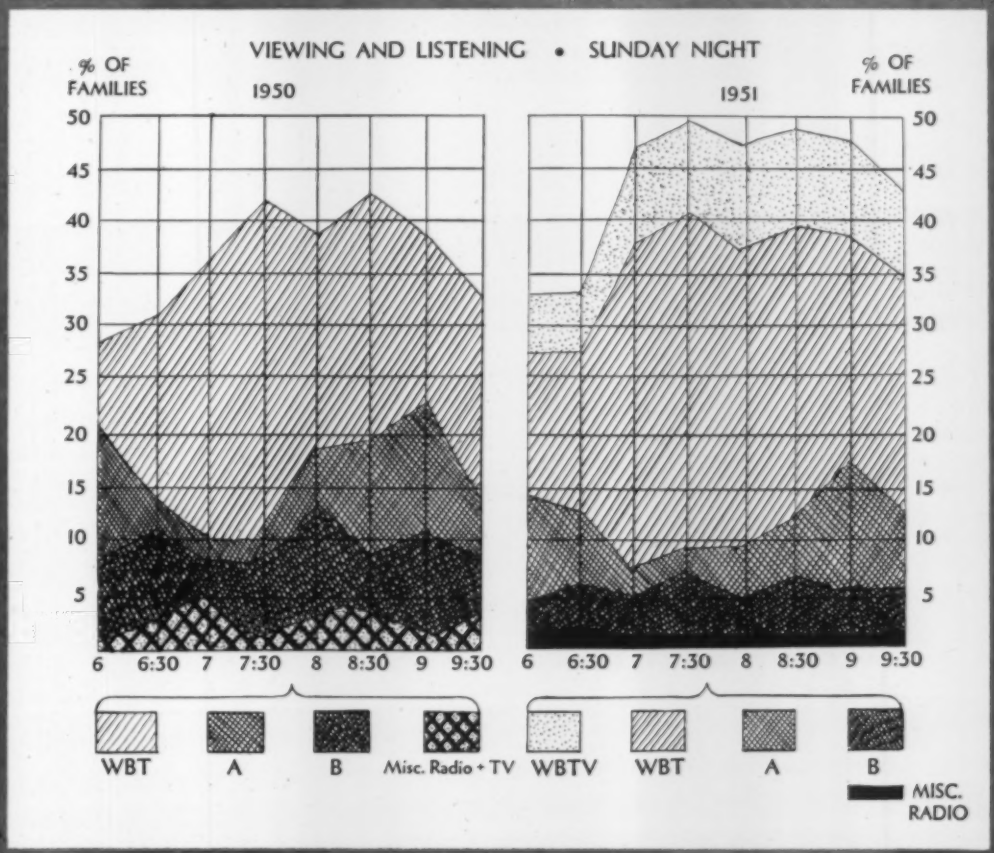
AM — 950 KILOCYCLES — 5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

yes

television **is** growing sensationally in the Carolinas – with sets **quintupled** in the last 12 months,

but

WBT is growing too. Take Sunday night for instance. In the 8 half-hour periods between 6 P. M. and 10 P. M., WBT ratings are up in 6, even in 1, slightly down in 1. Average rating for the four-hour period is up 3 rating points. Where is the TV audience coming from? This chart shows that it comes from competitive stations and from **new** listener-viewers.



So much for Sunday. The week-day picture is equally revealing . . . and available.

Remember . . . all markets are not alike.

Effective advertising and selling in the Carolinas can only be based on intimate knowledge of Carolina consumers and Carolina advertising media.

Phone, write or wire WBT or the nearest office of Radio Sales for details.

WBT CHARLOTTE, N. C. • Jefferson Standard Broadcasting Company

Represented Nationally by RADIO SALES

You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

BROADCASTING
TELECASTING

Vol. 40, No. 26 WASHINGTON, D. C., JUNE 25, 1951 $7.00 A YEAR—25c A COPY

TRADE WINDS FAIR

Spot Radio Forecast Mostly Favorable

By BRUCE ROBERTSON

GENERALLY FAIR, with favorable to brisk trade winds, about sums up the spot radio business climate for the summer just starting, according to the majority opinion of a group of typical station representative firms surveyed last week by BROADCASTING • TELECASTING.

A 25% minority, however, registered a contrary report of dead air, with little prospects of any immediate pickup. And a few voiced an inability to gauge what lies ahead, saying they are currently caught in a cross current of orders and cancellations with no indications yet as to which way the tide will turn.

Favorable Outlook

Almost without exception, the station representatives agreed that the long range outlook is extremely favorable, with every indication that the fall will be one of the best business seasons in spot radio history, and they were completely unanimous in predicting a sell-out summer and fall for spot television, the consensus being succinctly summed up by the statement of one firm: "The only thing that is holding TV back is that there isn't enough time to meet the demand."

Confusing the general outlook is the flurry of excitment generated by a wave of cancellations for Procter & Gamble spots, effective the end of June, terminating the spring spot drives for Spic & Span and Tide and seriously curtailing those for Joy, Lilt, Drene and other P & G products. Adding to rather than decreasing the confusion are the new spot time orders being placed for some of these products as of July 2 and a shift of other spots from one product to another.

The explanation of P & G agencies is that the spot curtailment represents not cancellations of campaigns which had been planned to continue through the summer, but merely the conclusion of spring campaigns timed to end with the P & G fiscal year on June 30. This simple statement does not satisfy many representatives, who note that much of the business now terminated had been placed on a 52-week basis.

The majority of the representatives who anticipate good spot business for their stations throughout the summer last week advanced no common reason for this happy state of affairs, although several cited the increased time purchases of brewers this year as a major factor. One particularly enthusiastic representative credited his biggest summer to the stability of spot rates and station policies in contrast to the chaotic conditions facing the networks.

Stations are refusing to clear time for some of the network cut-rate deals, he declared, citing particularly the "one-minute announcements disguised as five-minute programs," and are once more building the kind of station programs that consistently pull larger local audiences than their top network competition. He noted the rise of Negro disc jockey programs throughout the South, whose ratings, he said, are beginning to attract the attention of national as well as local advertisers.

Several representatives mentioned a disturbing trend for spot advertisers to ask for summer layoff privileges in the network manner, reporting that more spot hiatuses are being taken this year than ever before. Bond Clothes was mentioned as one of the major spot advertisers to drop out of many markets for the summer where it could do so without losing its regular period next fall.

Television, blamed by some representatives for luring bewitched clients away from radio, was also credited with reawakening in some advertisers a new interest in radio. "Television is so expensive, most advertisers can't afford very much of it," was the way one representative put it, "so they're backing up their slim TV schedules with a lot of radio time to saturate the markets."

Business Climate Clears

An improved business climate now as compared to previous months was advanced as another explanation for good summer spot business. "Many business men who feared the worst a little while ago are now certain that an all-out war is no longer imminent and are turning their full attention to developing the domestic peacetime market for their products," one representative said. "That naturally means an increased use of spot radio," he added.

Several of the station representatives reported that local business on their stations is at an all-time high. Harder selling and better programming was the usual explanation, with more effort to do a good job locally and less dependence on network programs around the clock.

Summer also looks sunny this year for the networks. ABC, for example, has added to its sponsored program list the *Blatz Reporter*, four five-minute newscasts five days a week; *Edwin Arnold, Story Teller* sponsored by General Mills for a morning five-minute spot across the board; the 10-10:15 a.m. segment of the Saturday *No School Today* kid show is now sponsored by Block Drug; General Foods Corp. on July 2, will begin advertising Jello on the opening quarter-hour of the *Breakfast Club* five mornings weekly, and Sylvania Electric Products is sponsoring Sammy Kaye for a Sunday afternoon half-hour.

On the debit side, ABC has lost the P&G serial *David Amity*, and Victor Lindlahr's talks for Serutan, as well as Block Drug's twice-a-

(Continued on page 95)

CBS STRUCTURE

Plan Needs 'Further Study'

BLUEPRINTING of the far-reaching reorganization of CBS hit a snag last week which may delay it by several days to several weeks [CLOSED CIRCUIT, June 18].

After a series of high-level conferences designed to set up an organizational structure encompassing Columbia's newly acquired Hytron tube and set manufacturing properties and at the same time separating its own AM and TV functions, officials made clear Thursday they would need more time.

President Frank Stanton circulated a memo throughout the CBS organization recognizing reports that a reorganization was planned, and asserting:

"We are considering plans to take account of the complexities of our expanded operations and future growth, but we have decided that a completely satisfactory plan has yet to be evolved.

"Further, we have concluded that it would be undesirable, without substantial further study, to put into effect any general reorganization."

Mr. Stanton's memo also confirmed reports that Howard S. Meighan, vice president and general executive, who has been in charge of Hollywood operations, will return to New York probably this week to rejoin the "20th floor" top-echelon headquarters executives.

Stanton Statement

Key to the timing of the reorganization move, it was felt, lay in Mr. Stanton's assertion that "substantial further study" is needed. Whether the "completely satisfactory plan" he sought could be evolved in a few days, or whether it might take weeks, was a matter of speculation only. One high-placed official said it was his view that the overhauling is "not imminent" at this point.

Several plans for separating radio and television functions and responsibilities—similar to NBC's AM-TV division in concept if not in detail—reportedly were under consideration.

One plan would go much further than NBC's by creating separate companies or divisions not only for radio network operations and television network operations, respectively, but also one for owner-and-operated stations operations, each with its own head. This would be in addition to the newly acquired manufacturing properties —Hytron (tubes) and CBS-Columbia Inc. (sets)—and Columbia Records, which also would be separate entities.

CBS Board Chairman William S. Paley and President Stanton would head the overall organization, and presumably Executive Vice President Joseph H. Ream would continue to operate in the overall field.

When plans for the acquisition of the Hytron interests were first

(Continued on page 97)

1908 Tom Aloysius Brooks 1951

TOM ALOYSIUS BROOKS, 42, vice president and general manager of Hearst Radio Inc., died suddenly of a heart attack last Tuesday at his home in Leonia, N. J.

Mr. Brooks was stricken only a few hours after the FCC renewed the license of the Hearst-owned WBAL Baltimore, culminating a four-year fight by Hearst Radio to retain the station (see story page 42).

Identified for more than 25 years with the electronic field, including AM, FM, television and facsimile, Mr. Brooks was appointed vice president and director of Hearst Radio, which operates WBAL-AM-TV Baltimore and WISN-AM-FM Milwaukee, on Nov. 19, 1948.

A native of Wisconsin, where he was born Dec. 11, 1908, Mr. Brooks joined the *New York Evening Journal* radio department in 1924, and in 1933 became radio editor.

In August 1940 he was commissioned a lieutenant (jg) and served in Naval Intelligence throughout World War II, receiving a commendation from Rear Admiral Monroe Kelley for his performance of duties while attached to the Office of District Intelligence Officer, 3rd Naval District, on Nov. 9, 1945. He returned to inactive duty with the rank of commander in March 1946. Mr. Brooks subsequently served as officer in charge of Zones 7 and 8, Organized Naval Reserve, from October 1946 to April 1949.

Mr. BROOKS

* * *

He is survived by his widow, Fredrica; four children, Tom Jr., Frederica, Emily and Patricia; his mother, Catherine Kelly Brooks of Jersey City, and a sister, Esther Stauffer.

Funeral services were held Friday with solemn requiem mass in St. John's Roman Catholic Church, Leonia, N. J.

KATZ NAMES

Donahue to Post

SCOTT DONAHUE Jr. has been appointed assistant sales manager for television for The Katz Agency Inc., New York station representative, to succeed Don L. Kearney who has assumed the new position of television program manager [BROADCASTING • TELECASTING, June 18].

Mr. Donahue

Former WPIX (TV) New York sales manager, and earlier with *The New York Daily News* advertising department, Mr. Donahue has been associated since March 1950 with the television sales staff of the New York office of The Katz Agency.

Also announced were three additions to the television sales staff: Robert J. Kochenthal and Oliver T. Blackwell in New York, and Lewis P. Johnson in Chicago.

Mr. Kochenthal, WPIX account executive and former Northwest Airlines assistant district traffic manager, will join Katz July 30. Mr. Blackwell, of the radio and television department of the Compton Advertising Co., New York, will take his new position July 2.

Mr. Johnson, whose appointment is effective July 30, has been associated with the Chicago office of WOR-TV New York as account executive; with *Chain Store Age*, *Philadelphia Inquirer* and *Chicago Tribune*.

WBS Signs 12

WORLD Broadcasting System, New York transcription firm, last week announced 12 new contracts and renewals of 30 existing contracts, all for a minimum of one year.

NEWSPAPER ADS

Radio-TV Expenditures Up

MOST "spectacular" increase in the use of newspaper advertising during 1950 was registered by the radio and television industry, according ot the research volume, *Expenditures of National Advertisers in Newspapers: 1950*, published by the Bureau of Advertising, American Newspaper Publishers Assn.

A 78.4% increase was recorded by the radio and TV field during 1950 when its newspaper expenditures jumped from a 1949 total of $12,756,000 to $22,760,000. The three heaviest investors recorded were: RCA, with $3,168,624, up 54.1%; Admiral, with $2,724,631, up 143.9%; and Motorola with $2,046,752, up 273.5%.

Radio and TV stations also registered a decided increase—from $4,373,000 to $6,097,000, the report showed.

General Motors Corp. remained the largest newspaper advertiser in the country by expending $27,594,071 for the printed page, an 11% gain over 1949. Chrysler Corp. ranked second with an investment of $13,703,451 as compared to 1949's $8,747,966, while third place Ford Motor Co. rose from $10,629,320 in 1949 to $13,586,716 in 1950.

Network radio's share of the U. S. advertising dollar, the report claims, dropped from 14.4 in 1949 to 12.5 cents in 1950, while spot radio and newspapers portions remained at the 1949 levels of 12.2 cents and 34 cents respectively. Network television registered 3.1 cents of the advertising dollar, of $45 million in revenue for 1950, the report said.

The magazine share of advertising dropped from 31.4 cents to 29.3 cents, although outdoor advertising at 5.8 cents and farm journals, at 2 cents remained unchanged.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Great Soviet victory! Filthy capitalist radio being taken over by Red Skelton and Red Barber!"

SMITH TO PETRY

Heads Chicago TV Sales

APPOINTMENT of Louis A. Smith to the new position of Chicago sales manager of the Television Div. of Edward Petry & Co. Inc., New York, effective July 1; and addition of Theodore H. Walworth Jr. to the Petry Co. New York office as TV sales executive, effective June 15, were announced last week.

Mr. Smith, manager of the Chicago office of WOR New York, was a sales executive in the Chicago office of the Petry Co. from 1943 to 1947, when he left to form the Louis A. Smith Co. Adv. Agency in Chicago. Earlier, from 1935-39, he was a salesman for WHBF Rock Island, Ill.; and from 1939 to 1942 was commercial manager of KOWH Omaha. During the last war, Mr. Smith was with the U. S. Army Air Force.

Mr. Smith

Mr. Walworth

Mr. Walworth, a Spot Sales account executive for ABC, has been with the network since 1946, when he started in the Research Department. He is a graduate of Nichols Business College, Dudley, Mass., and was in the Army Medical Dept. during the war.

GILLETTE GAME

All-Star Part of Contract

THE 1951 All-Star Baseball Game, July 10, will be sponsored by Gillette Safety Razor Co., over MBS's 545 radio stations, NBC-TV and the TV stations identified with Mutual ownership: WOR-TV New York: WGN-TV Chicago and WNAC-TV Boston; plus KFI-TV Los Angeles, which is being acquired by General Tire & Rubber Co., a Mutual stockholder.

The game will be broadcast from Briggs Stadium, Detroit, beginning at 2:15 p.m. and also will be carried by the Armed Forces Radio Service overseas.

Six year radio rights to the annual event and the World Series were purchased by Mutual and Gillette in 1950 from Baseball High Commissioner A. B. Chandler, and Gillette in December 1950 acquired TV rights to the package through 1956 for $1 million a year.

Rathbun Resigns

JACK RATHBUN, director of advertising of LeBlanc Corp., Lafayette, La. (Hadacol), since March 1950, has resigned. Mr. Rathbun has been in radio 15 years, serving at several stations. No successor has yet been named.

CBS COLOR TV 'PREMIERE'

16 Sponsors Signed at Start

WITH 16 sponsors lined up, CBS today (Monday) inaugurates its commercial color television service with *Premiere*, a special program, 4:30-5:30 p.m., over CBS-TV stations in New York, Boston, Philadelphia, Baltimore and Washington [BROADCASTING • TELECASTING, June 18].

Also set is another color program, *The World Is Yours*, featuring Ivan T. Sanderson, naturalist, scheduled June 26 (tomorrow), 4:30-5 p.m., for General Mills Inc., which thus becomes the first full half-hour color sponsor; and four sponsored station-break spots over WCBS-TV New York for 13 weeks each, effective today (Monday).

Station-break sponsors were Phoenix Aristomat (stove covers), through Bozell & Jacobs, Chicago, Fridays, 11 a.m.; O'Cedar Corp. (sponge mops), through Young & Rubicam, Chicago, Thurs., 11 a.m.; Bulova Watch Co., through Biow Co., New York, Mondays, 5:30 p.m.; and Wembley Inc. (ties), through Walker Saussy Agency, New Orleans, Weds., 11 a.m.

Officials to Appear

Those scheduled to appear on the opening program include FCC Chairman Wayne Coy, CBS Board Chairman William S. Paley, CBS President Frank Stanton, and prominent entertainers such as Arthur Godfrey, Ed Sullivan, Faye Emerson, Garry Moore, Sam Levenson and Patty Painter, "Miss Color Television."

The sixteen opening-day sponsors, which the network believed to be "the largest group of advertisers ever to participate in a single network broadcast," are: General Mills; Lincoln-Mercury Div. of Ford Motor Co.; Longines-Wittnauer Watch Co.; Pabst Blue Ribbon Beer; William Wrigley Jr. Co.; Revlon; Thomas J. Lipton Inc.; National Biscuit Co.; Toni Home Permanent; Monarch Finer Foods; Procter & Gamble Co. for Ivory Soap and Duz; Standard Brands Inc. for Tender Leaf Tea and Instant Chase & Sanborn; Quaker Oats Co. for Aunt Jemima Cake Mixes; Best Foods Inc. for Rit Products Corp.; Pepsi-Cola Co., and Liggett & Myers for Chesterfields.

It was understood that the inaugural CBS color telecast would be received in New York over about 15 color receivers, most, if not all, located at the CBS color studios; in Washington over receivers at three locations; in Boston, two locations; Baltimore, two; and Philadelphia, one.

Following today's program, daily color telecasts, morning and afternoon, will be made, with " a gradual pattern of expansion." Approximately 20 hours of color television weekly will be scheduled by fall, CBS announced.

Meanwhile, Color-Video Inc., 135 Broadway, New York, announced arrangements with Lance Television Labs. Inc., of the Bronx, and Franklin Television Labs. Inc., of Brooklyn, for adapting television receivers internally to receive in black and white CBS color telecasts.

Color-Video President William M. Ivler announced perfection by his company of a "new universal transformer which, when installed with other minor changes, enables any make or model of television receiver to be adapted to receive both standard black and white transmissions and the color transmissions in black and white with a flip of a switch."

Charge to adapt a set in this fashion will be about $30, it was announced, including adaptation and installation charges. "This adaptation, in most cases, will be made in the home of the set owner. This service is also being made available to retail dealers and distributors so that new sets not yet sold may be adapted before being delivered to the customer," the announcement said.

Mr. Ivler, who said his company's transformer refuted claims that CBS color would render present TV sets obsolete, stated that all sets could be adapted to receive color in black and white; and that as soon as color wheels and drums are available, his company would be ready to install them so that color telecasts might be received in color.

In Chicago, CBS reported that more than 1,000 buyers witnessed special CBS color demonstrations at the semi-annual home furnishings merchandise market in the Merchandise Mart, along with the new line of combination color and black-white receivers of CBS-Columbia Inc., set manufacturers formerly known as Air King Products and now a CBS subsidiary.

Buyers Impressed

Reaction of the buyers, as reported by the network, included that of Jerry Ward of Lyon, Healy & Co., music store chain with Chicago headquarters, who said, "I'm extremely impressed with the clarity of color reception. I can see a tremendous future for CBS-Columbia TV."

W. J. Gallop of Shillito Store, Cincinnati, called CBS color "terrific. We want sets as soon as possible," he was reported as saying.

Frank Hough, of Hough-Wiley, Charlotte, N. C., according to the network, said, "It's so terrific it's breathtaking."

Thomas Morley, of Morley Brothers, Detroit, called it "sensational—the color is so authentic—it's wonderful to see every color of the spectrum so perfectly reproduced," the network reported.

In the New York origination of its first network color telecast, CBS announced that "no changes" in existing black-white studio facilities would be required—only addition of three color cameras, monitors and associated control room equipment.

Necessary technical work and installation in CBS-TV studio 57 at 109th street and Fifth Avenue, New York, would be made in a 12-hour period between 10 p.m., Wed., and 10 a.m., Thurs., the network said. Color and sound signals would be transmitted from studio 57 by coaxial cable to the network's master control in the Grand Central Building, it announced, from which the signals would be distributed by telephone cables to the WCBS-TV transmitter, and by cable to the network.

HENNOCK HEARING

American Bar Asks Delay

THE AMERICAN Bar Assn., the legal profession's heavyweight, wants the Senate Judiciary Committee to defer consideration of FCC Comr. Frieda B. Hennock's appointment to a federal judgeship for at least another three weeks.

This was learned last week by BROADCASTING • TELECASTING amid reports in Washington that:

● The committee expects to go along with the bar's request.

● Unless an outside candidate appears on the horizon, Robert T. Bartley, nephew of House Speaker Sam Rayburn (D-Tex.) and well-known in broadcast and Congressional quarters, still is the White House's most likely choice to succeed Comr. Hennock [BROADCASTING • TELECASTING, June 18].

● An outside candidate could be a woman of Democratic Party standing.

● The White House expects a minimum of two to three weeks to pass before the Senate's weather vane shows in what direction the wind will blow on Comr. Hennock's chances to don the jurist's black robe.

● Sen. Irving Ives (R-N. Y.) has asked the Judiciary group to give full hearing to any and all parties opposing Senate confirmation.

It was understood that the American Bar's bid for time came from its Committee on the Federal Judiciary, whose chairman was said to have asked for a public hearing "sometime after July 15."

The specification of date was made because of the heavy workload in the New York southern district court which is approaching its regular summer recess, according to a Capitol source.

Strong opposition has been registered by the Assn. of the Bar of the City of New York which publicly alleged Comr. Hennock "totally unqualified" to serve as a U. S. District judge.

President Truman nominated Comr. Hennock for the federal bench in New York's southern district a fortnight ago, an appointment that caught Washington and the Commissioner, herself, by surprise.

No Salary Change

If confirmed, Comr. Hennock, who would succeed Judge Alfred C. Coxe, retired, would get neither a raise in salary nor a pay-cut. As Commissioner she is paid $15,000 a year, the same salary the judgeship carries. However, as a New York federal judge her appointment would be of life tenure. She was appointed to the FCC in 1948 for a seven-year term, expiring June 30, 1955.

The Senate Judiciary Committee failed to file notice of hearings on the Hennock nomination for the second consecutive week. However, a Judiciary subcommittee held sessions and approved nominations of Judge Harold R. Medina to be judge of the second circuit and Thomas J. Murphy, as judge of the southern district, both New York. At the same time, the Senate committee set another nomination for the New York southern district, that of Edward J. Dimock, for hearing this Wednesday.

All of these nominations, including that of Comr. Hennock, had been sent to the Senate in one group.

Possibility that a woman candidate for the FCC will be talked up came with the report that Mrs. India Edwards, Democratic National Committeewoman, returning from a European trip, would be in Washington this week.

While not a certainty it was speculated that Mrs. Edwards might have some ideas on a woman nominee to succeed Miss Hennock.

With traditional Senatorial courtesy, Sen. Ives has not stated that he will object to the confirmation of Comr. Hennock. However, the New York Republican has given the Judiciary committee notice that he expects all persons or organizations filing in opposition with the committee to get a full hearing.

With two bar associations, both leaders in the profession, voicing objection, a public session to hear opposition can be expected to be scheduled.

Sen. Herbert H. Lehman, also of New York and a Democrat, has stated that he has "no objection" to the confirmation. Neither New Yorker is on the Judiciary group.

PROGRAM FACTS

Program: Joe Louis-Lee Savold boxing match.

Closed-circuit telecast in following theatres: Chicago, State-Lake and Tivoli; Pittsburgh, Shea's Fulton; Washington, RKO Keith's and Lincoln; Cleveland, RKO Palace; Baltimore, Loew's Century and Harlem; Albany, Palace.

IN REVIEW...

DEPLORABLY softened by years of watching telecast prize fights in his own living room, this flabby reviewer ventured into the exuberant audience at RKO Keith's theatre in Washington the night of the Louis-Savold fight and suffered a drubbing but slightly less severe than that received by Mr. Savold.

It would have been a wiser course to have gone in training for this mission, possibly by searching out waterfront saloons to join in longshoremen's brawls.

A few minutes before the fight was scheduled to begin, the front part of a line of eager fight fans that had been standing for hours outside was admitted to the theatre to occupy a section of seats that had been reserved for newsmen and distinguished guests who did not appear in the number that had been anticipated.

The avid fans, mostly men in shirt sleeves and of remote association with a shower or bathtub, plunged bravely through the gloom in a rush to find seats. The struggle to retain his, against the energetic efforts of the late arrivals to unseat him, left this reviewer in approximately the condition of Mr. Savold mid-way in the sixth round.

Except for cigar smoke, the atmosphere at RKO Keith's was that of a boxing stadium. In addition to the characteristic aromas, the spirit of the crowd was typical of a stadium audience.

The habits acquired in watching TV boxing at home were evident at the beginning of the program, but they quickly were overcome.

At the playing of the *Star Spangled Banner* preceding the bout, most of the people kept sitting as they would at home. A patriot finally screamed, "Everybody up," and the crowd rose obediently, averting a treasonable disaster.

As the fight progressed, the enthusiasm of the crowd intensified. The knockout evoked a wild outburst of shouts, whistles, and applause.

At least 80% of the audience left when the bout was over, showing that quite often the majority has more sense than the minority. Those that remained, including this reporter who was trying to recover his composure not to mention his breath after the pre-bout struggle for his seat, were treated to a Technicolor cowboys-and-Indians charade. In comparison with *Apache Drums*, the title of this inexcusable production, Hopalong Cassidy and his co-players have the skill of the Old Vic company.

Camera work during the telecast of the fight was generally commendable, as could have been expected since it was done by NBC-TV crews who know the business. The big-screen picture lacked the definition one is accustomed to on home receivers but was of passable quality.

This reviewer prefers, however, to take his boxing in his living room where the seats are comfortable and the company not only recently washed but also behaved.

NPA APPOINTMENT

Currie Named Weiss Aide

APPOINTMENT of Walter J. Currie, former official at Standard Brands Inc. and later the Crosley Division of Avco Mfg. Corp., as deputy assistant administrator to Lewis Allen Weiss, director of the Office of Civilian Requirements, was announced by the National Production Authority Thursday.

Mr. Currie will assist Mr. Weiss, assistant administrator and former Don Lee-Mutual executive, in determining "essential civilian requirements and in aiding industries to meet the minimum needs necessary to maintain a strong economy." NPA said. Mr. Currie has been serving as consultant to OCR since last March.

The new deputy assistant administrator began his career as salesman for Standard Brands in 1927. He later was transferred to the company's foreign division and in 1932 was placed in charge of operations for the firm in Europe, British Isles and North Africa.

After a tour of war service, Mr. Currie returned to Standard Brands. He resigned in 1949 to become international representative for Avco Mfg. Corp.'s Crosley Division.

REGAN HEADS AAW

Impact of Radio Cited by Ryan

J. NEIL REGAN, manager of the Los Angeles office of McCann-Erickson, was elected 1951-52 president of the Advertising Assn. of the West at the 48th annual convention which closed June 21 at Denver. Some 400 delegates representing 5,000 members and 41 member clubs in 11 western states and Western Canada attended the four-day meeting.

Arthur E. House, Portland, Ore., was elected senior vice president and Mildred May, Phoenix, Ariz., vice president-at-large. Gertrude Murphy, San Jose, Calif., was elected secretary-treasurer.

William B. Ryan, president of Broadcast Advertising Bureau, said radio has nothing to fear from television. He pointed out that TV is just another medium of advertising and will not replace any of the older media.

Conceding the "phenomenal effect" TV has on the public in demonstrating gadgets and appliances, Mr. Ryan said facts reveal that people drift back to radio after the novelty of television disappears, usually after the first six months.

Haan Tyler, manager of KFI-TV Los Angeles, stressed tremendous results observed by advertisers using TV in addition to radio. He said TV is especially important when an organization wants to demonstrate something out of the ordinary.

Mr. Tyler quoted numerous advertisers who have had notable success in use of the visual medium.

One of the luncheon sessions last week was devoted to a tribute to Denver's radio station managers. Among those honored were Hugh B. Terry, KLZ; F. W. and A. G. Meyer, KMYR; Charles Bevi, KOA; T. C. Ekrem, KVOD; Eugene O'Fallon, KFEL, and John Buchanan, KTLN.

The 1952 convention will be held June 22-26 at the Olympic Hotel, Seattle.

BBDO Gets Award

Annual trophy donated by the Vancouver Ad Club for the best radio advertising created in the West was awarded to BBDO San Francisco for its drama *Let George Do It*, sponsored over KHJ Los Angeles and Don Lee network by Standard Oil of California. The program won top award for the best commercial program in cities over 100,000 and on networks.

Certificates of award in the radio competition follow:

Best commercial program, cities under 100,000—KDSH Boise, Idaho, *Sears Salutes*, half-hour tribute to surrounding communities sponsored by Sears Roebuck.

Best spot announcements, cities over 100,000—Emil Reinhardt Adv., Oakland, 20-second singing chain-breaks for Kilpatricks bread on KCBS San Francisco.

Best spot announcements, cities under 100,000—KERO Bakersfield, chain-break jingles for A. D. Peckham paints.

Honorable mentions, large-city programs—KOMO Seattle, *Scandia Barn Dance*, participating, Taskett Adv. Agency; CJOR Vancouver, Pacific Meat Co. sportscast, *Jack Short Show*, Spitzer & Mills Agency.

Small-city programs—Cline Adv. Service, Boise, Idaho, Bohemian Breweries quarter-hour, *Human Side of Sports*, on four stations.

Large-city announcements—Emil Reinhardt Adv., Oakland, San Francisco Brewing Corp. musical chain-breaks for Burgemeister beer on KNBC San Francisco.

GOODWILL TRIO

Open New York Offices

PLANS to open a New York sales and service office for WJR Detroit, WGAR Cleveland and KMPC Los Angeles in early September were announced last week. Simultaneously, John F. Patt said that Gordon Gray, vice president of WIP Philadelphia, will be in charge of the operation, assuming his new duties Aug. 1. Mr. Gray is to be elected a vice president of the three corporations at subsequent board of directors meetings.

Mr. Gray

Mr. Gray will coordinate all national sales and sales service for the three Goodwill stations, lending special assistance to the outlets' national representatives. Edward Petry & Co. will continue to represent WJR and WGAR as they have done for the past 18 years, Mr. Patt declared, and H-R Representatives will continue representation of KMPC.

Mr. Gray will spend the first month at the three stations, familiarizing himself with operations firsthand. He will select an assistant to work in the New York office.

Mr. Gray's wide radio and advertising experience includes serving twice on the Sales Managers Executive Committee of the NAB as well as on the original Broadcast Advertising Bureau committee.

A graduate of the U. of Missouri, he worked on the *Kansas City Star* in both Kansas City and New York. Later he joined the Katz Agency, New York, subsequently becoming the firm's Kansas City manager.

In 1944, Mr. Gray was named general manager of KOIL Omaha and KFOR Lincoln, Neb., and when these stations acquired WDGY Minneapolis, he also headed that operation as well. During this time he was regional advisor for Office of War Information and chairman of the Nebraska State Network.

He joined WIP in early 1947.

MOVIE FIGHTCAST

Stirs Legal Threat

(See editorial, page 64)

A THREAT of legal action to block development of theatre television and home box-office TV last week tempered the flush of enthusiasm which the Louis-Savold fightcast had engendered among theatre interests.

Although the theatre people had taken no formal cognizance of the opposition late last week, a group of 10 New York professional men—nine of them attorneys—formed a "Fair Television Practices Committee" and announced they would go to the FCC and if necessary to the courts to fight "the evil practices threatening TV."

Ired at having to pay for certain events or else miss them, the committee in its announcement cited these "pernicious practices currently arising in television broadcasting":

"1. The trend to charge TV set owners for the right to view particular broadcasts as exemplified by Phonevision, which was tried experimentally in Chicago and

"2. The trend to discriminate against certain TV set owners by deliberately channeling broadcasts away from designated areas into restricted areas, as occurred in the Louis-Savold fight."

The committee's blast came as exponents of theatre TV were reviewing enthusiastically the outcome of the first network theatre cast—the Louis-Savold bout June 15, which drew capacity crowds at all nine theatres carrying it.

The theatre group promptly announced it had acquired exclusive rights to a second match—the Jake La Motta - Bob Murphy lightheavweight bout, slated for Wednesday night at New York's Yankee stadium. The same lineup of theatres — nine in six cities — was scheduled to carry this match.

No TV Coverage

As in the case of the Louis-Savold fight, Wednesday night's bout will not be carried by TV broadcast stations at any point or by theatres in the New York area. International Boxing Club, which is staging the match, was described as greatly encouraged by its own gate at the Louis-Savold bout, which brought upwards of $100,000 through the turnstiles—considerably more, it was noted, than the box-office proceeds from several recent fights that were broadcast by TV.

In the meantime the Louis-Savold fight is being seen on home TV screens—via film—while the La Motta-Murphy bout is being telecast live to the interconnected theatres. Pabst Sales Co. acquired the film rights to the Louis-Savold fight for approximately $20,000 and last week showed it as part of its regular Wednesday night boxing coverage on CBS-TV at 10 p.m.

By comparison with the $20,000 Pabst paid for the film rights, the theatre group was said to have paid as low as $10,000 for the exclusive "live" rights. Earlier reports had indicated the theatre rights cost more than the $60,000 to $65,000 which was offered for broadcast rights.

The Fair Television Practices Committee's blast at theatre TV and home box-office television also came on the heels of a request by Zenith Radio Corp., sponsor of Phonevision, that CBS assist in the development of the dollar-in-the slot method of home TV viewing. CBS officials refused to comment on the subject.

The FTPC, headed by attorney Jerome W. Marks, said it plans to ask FCC to "revoke, suspend and/or refuse licenses to any broadcaster indulging in . . . unfair practices"; petition broadcasters "to stay in line with sound public policy"; "if necessary, commence legal action against broadcasters for acts violative of the Fifth Amendment of the U. S. Constitution," and also "exercise the right to boycott and take other steps and measures as they may suggest themselves."

The committee statement, signed by Mr. Marks, said "the FTPC looks forward to public participation in its fight against the evil practices threatening TV." The committee was formed "to give outlet to a rising public sentiment," Mr. Marks said. He continued:

"Until recently it had been generally recognized that the purchase of a television receiver carried with it the implied right to receive all programs free of charge.

Action Hit

"It had been represented to the public by manufacturers and retailers of television receivers that television was the next best thing to being present at the actual event, and much easier on the pocketbook. Even if these representations had not been made, from the very nature of the medium and the publicity accompanying it, the purchaser justifiably expected TV to operate on the same basis as radio."

Citing the Louis-Savold Theatrecasts and the Phonevision experiments, Mr. Marks said that "unless the public takes a firm stand against these and similar practices, we are certain to be ultimately faced with controlled and private sales of television programs at the cost of the television set owners."

Further, his statement said:

Radio, which has grown into one of the most profitable industries, has depended strictly on income derived from advertising. There is no reason why TV cannot be operated at a profit in a similar manner. It is true that attendance has fallen off considerably at theatres and sporting events. That visual reception is more attractive to the public than auditory, and that it will keep people away from the actual event is an acknowledged fact. On the other hand, the greater the home attendance, the greater the value to the advertiser.

The truth of the matter is that the producers would greatly prefer charging the public directly because of the phenomenal dollars and cents possibility. Boxing promoters are already dreaming of $10-million gates.

Meanwhile Mr. John Q. Public is supposed to take it on the chin again. The same John Q. who put himself in hock on the representations by the television industry that he was purchasing a necessity which would save him money in the long run.

Where will this thing stop—the next step would be charging the public for every ball game, decent movie or play, etc.

Membership in the FTPC in addition to Chairman Marks were identified as Max Pfeferblum, secretary, and Arthur A. Husch, Sidney S. Hodes, Carl Rood, Jean Frieder, J. J. Brown, Robert Krampner, and Charles F. Mintz, all attorneys, and James J. Mahoney, chairman of the Alfred E. Smith Community League.

CODE FOR RADIO-TV

NARTB Views NBC Plan

(See NARTB story, page 63)

A NEW NBC code of radio and television broadcast standards was unveiled last Friday by NBC Executive Vice President Charles R. Denny, on behalf of President Joseph H. McConnell, at NARTB's television programming conference in Washington.

Covering for the first time both radio and television, the new code is a 39-page document setting out standards to be met with respect to (1) program content, (2) advertising content and (3) operating procedures. It replaces the code which NBC put into effect in 1948, which was based on—and which indeed helped secure support for—the NAB radio code then in preparation.

The new standards specify the maximum lengths for commercials in TV as in radio, but with the proviso that "since television is a developing medium, involving methods and techniques distinct from those of radio, further experience is desirable before final and definitive time standards for television advertising are formulated." Accordingly NBC "may permit experimentation in television presentations which departs from the stated requirements, subject to approval on a program-by-program basis."

In one departure from the policy adopted by NBC and its affiliates in 1947-1948, the new code does not undertake to limit the hours for presentation of crime programs to those hours when children may normally be expected to be abed.

With respect to measuring commercial lengths in TV—generally recognized as a difficult subject in view of widespread use of slogans, brand names, etc., as background scenery—the NBC code says in part:

. . . Stationary backdrops or properties in televisfon presentations, showing the sponsor's name, the name of his product, his trade mark or his slogan, which are used as incidental background for entertainment are not counted as part of the time allowed for advertising.

NBC seeks to have such backdrops or properties used judiciously, and reserves the right to count their use as part of the time allowed for advertising where, in NBC's opinion, they are unduly obtrusive and cannot properly be regarded as incidental background to the entertainment presentations of the program.

Time limits set by NBC for radio and TV commercials are as follows, subject to extension on a program-to-program basis in TV:

Length of Advertising Message
(Minutes and Seconds)

Program (Minutes)	News Programs (Day & Night)	All Other Programs Before 6 P.M.	Before 6 P.M.
5	1:00	1:15	1:00
10	1:45	2:10	2:00
15	2:15	3:00	2:30
20		3.30	2:40
25		4:00	2:50
30		4:15	3:00
40		5:00	3:45
45		5:45	4:30
60		7:00	6:00

The evening time standards also apply to Sunday television programs after 1 p.m.

Referring to these limits, the code also says:

The foregoing advertising time allowances also apply to individually sponsored portions of participation programs; however, because of the continuity of entertainment content in such programs, NBC reserves the right to limit the time allowed for advertising in each portion of the program to lesser amounts than those set forth above.

In determining what is to be considered as part of the time allowed for advertising for the purpose of applying the standards outlined in this section, the following provisions apply:

1. A lead-in or introductory comedy gag, preceding the direct advertising reference and associated with it, which constitutes entertainment material and would stand by itself even if the advertising message were omitted, is not counted as part of the time allowed for advertising.

2. Material relating to audience participation contests which is part of the standard entertainment format of the program itself is not counted as part of the time allowed for advertising; in other cases, where contests relate directly to the advertisers product or service or involve purchase or use of the product or service, the material describing contest rules, status, awards or winners is counted as part of the time allowed for advertising.

3. Trade name references in entertainment sequences, including commercial references to merchandise prizes presented to participants in a program are counted as part of the time allowed for advertising; and where such references are ad lib and cannot be timed in advance, an average is taken over an appropriate number of programs to determine the aggregate length of such references which should be counted as part of the time allowed for advertising in future presentations of the program.

4. (A) Billboards at the opening and closing of programs, identifying sponsorship of the program, are not counted

(Continued on page 78)

XUM

CREDIT DEBATE

Seen This Week on Hill

A SHOWDOWN on controversial credit controls under Regulation "W" and on renewal of the administration's defense production program is destined for heated debate on Capitol Hill early this week.

Radio-TV manufacturers won and lost decisions in committee quarters last week, with the result that industry's request for relaxed curbs on installment buying of radio and television receivers still hung in the balance.

The victory was marked up in the House Banking & Currency Committee, which tentatively voted to ease controls on radio-TV sets, automobiles and other articles. The group agreed to cut the down payment on new sets from 25% to 15% and to spread out the payment period from 15 to 18 months.

The Senate Banking & Currency Committee twice rejected an amendment by Sen. Homer Capehart (R-Ind.), which would have placed radio-TV credit regulations on the same plane with those governing household furnishings [CLOSED CIRCUIT, June 11]. It agreed, however, to relax installment buying for new automobiles, with expiration date of March 1, 1952.

Final Reports

Both actions came as the committee worked on final reports dealing with extension of the present 1950 Defense Production Act and followed hearings during which Radio-Television Mfrs. Assn. pleaded for a more flexible Regulation "W" to meet the high-inventory, low-sales squeeze [BROADCASTING • TELECASTING, June 11, 4].

Sen. Capehart's proposal was beaten down early in the week in committee quarters by a voice vote after he advised members that regulations should be more realistic to give businessmen the opportunity to sell their merchandise and alleviate employment layoffs.

As reported Thursday, the Senate version went to the floor of the upper chamber with relief only for automobile manufacturers despite arguments submitted by RTMA to the committee and also the Federal Reserve Board. The Senate group also recommended extension of wage-price-rent controls for eight months rather than the two years requested by President Truman.

Sen. Capehart, a former radio manufacturer, made a spirited effort again Thursday to have radio-TV receivers classified as household goods under Regulation "W" but his motion was rejected, 8-5, with voting along party lines in the Democratic-dominated committee.

The committee approved the price-wage-rent control provision by an overwhelming 12-1.

With respect to automobile purchases, it agreed to retain the present one-third down payment and extend the payment period from 15 to 18 months. Included was a provision prohibiting FRB from raising the down payment. The House group earlier had taken similar action.

Under the Senate proposal, the government's power to control materials for defense production would be extended to June 30, 1952. A plan whereby a Small Defense Plants Corp. would be set up to assure equitable distribution of defense orders for small business was defeated.

Its House counterpart unit turned thumbs down on the Chief Executive's request for authority to license business operators as a method of controlling prices.

The Senate group's action prompted speculation that a proposal to wipe out beef rollbacks would lead to similar action for other items and, in effect, "establish a new base for the stabilization of wages." Chairman Burnet Maybank (D-S. C.) felt, however, the move would constitute a "real price freeze."

While no immediate reaction was forthcoming, electronics manufacturers were expected to take sharp exception to the Senate version which some observers characterized as "discriminatory" to their industry.

RTMA only recently had petitioned the Federal Reserve Board for "immediate relaxation" of Regulation "W" for the television industry, claiming that TV "production lines are completely shut down in many plants and in some instances entire plants are closed." RTMA had reported no reply as of late Thursday.

Speaking on behalf of 336 set and component parts manufacturers, RTMA President Glen McDaniel asked FRB Chairman William Martin Jr. to suspend Regulation "W" for 90 days "to relieve" current distress in the industry.

Mr. McDaniel urged that when Regulation "W" is reimposed, "television sets be classified as home furnishings so that the down payment will be 15% rather than 25%." He submitted that sales "are at a standstill all over the country and that factory inventory is 600,000 sets against an average of 50,000 last fall.

"Reports by less than half (of association members) show over 50,000 unemployed in some plants and a pronounced disservice to the mobilization program is being caused by these widespread layoffs of employes who will be needed later for military contracts," Mr. McDaniel stated.

Cites Condition Created

The application of Regulation "W" to the radio-TV industry, the RTMA president continued, "has created a condition of depression contrary to the intent of the enabling legislation which was to restrain inflationary pressure but not to create depression."

Mr. McDaniel held that relaxation of the regulation would help combat inflation by transferring buying pressure from areas of genuine inflation to areas of "acute deflation."

In its testimony before the Senate Banking Committee, RTMA stressed the burden of the FCC freeze, denying manufacturers 50% of their market; the 10% excise tax on TV receivers and provisions of Regulation "W".

Earlier, opposition to any relaxation of controls was registered by Defense Mobilizer Charles E. Wilson. Appearing on NBC-TV's *Meet the Press*, Mr. Wilson said he would not favor easing credit restrictions at this or any time prior to fulfillment of the government's defense program by 1953. Mr. Wilson headed a committee which had recommended broader powers to control installment buying.

Touching on materials, Mr. Wilson said shortages of cobalt and other strategic materials used in radio-TV equipment does not pose a matter of concern, since manufacturers doubtless will find ways of synthesizing cobalt and other metals within the next two years. Cobalt is used in the magnetic speakers of radio-TV receivers.

How long the current Defense Production Act would be extended beyond the present June 30 expiration date was not resolved last week. Possibility was held that heated floor discussion might prolong Congressional study and necessitate a short extension to enable the lawmakers to weigh amendments more carefully.

Also at stake, though not indicated for appreciable change, is a provision of the act exempting radio-TV, newspapers and other media from price controls. Authorities suggested, however, that legislators may resurrect the issue, especially as it pertains to newspapers. The question has been raised as to whether the act covers the price publishers may pay for newsprint, another thorny issue on Capitol Hill (see separate story). In any event, radio-TV's exemption for advertising and subscription charges doubtless will be retained in the amended act.

Another issue hanging in the balance—and one approved by the House Banking Committee—is an amendment designed to encourage (1) dispersal of productive capacity for purposes of national security and (2) full utilization of "human and material resources of the nation wherever located."

RADIO fights back against telecasters' claims in the two full-page newspaper advertisements which are shown above. The CBS advertisement on the left, which appeared in four New York papers, opens with "Television's a wonder-child, and no question about it. Precocious as anything, and big for its age. Almost makes you forget that television's got a big brother that can still lick anybody on the block. . . ." The page on the right was published by Radio Station WQUA Moline, Ill., in the *Davenport Daily Times* and the *Moline Daily Dispatch*. WQUA is the CBS station in the Quad Cities, and claims its best month in May.

AT HEAD TABLE of BMI luncheon session at Toots Shor's in New York were (l to r): Robert J. Burton, BMI president in charge of publisher relations; William S. Hedges, NBC vice president; Earl V. Moore, U. of Michigan; W. Emmett Brooks, WEBJ Brewton, Ala.; BMI President Carl Haverlin; Xavier Chapa, Madrid music publisher; Ralph Maria Siegel, Munich music publisher; Margaret Cuthbert, director of public affairs for NBC; and Roy Harlow, BMI vice president of station service.

* * *

HARD RADIO SELLING

Urged at BMI Meet

A CALL for a boost in radio rates and admonitions for more aggressive selling and revitalized programming by the nation's radio stations marked the 16th BMI Clinic, held in New York last Monday and Tuesday. Approximately 125 station executives and staff members participated.

The Clinic speakers recognized television's impact, but reiterated their faith in radio and its future while cautioning the station representatives that the time has come for them to get down to hard selling, fresh programming, and more comprehensive promotion of their radio wares.

Pellegrin Emphasizes Points

Radio's need to raise its rates was cited by Frank Pellegrin, vice president and secretary of H-R Representatives Inc., New York, who said he found these conclusions "inescapable":

"1. Radio is bigger than ever.

"2. Television raises hell with reading of newspapers and magazines. Both are down.

"3. The longer people own television sets, the more they go back to radio listening.

"4. Newspapers and magazines should be *forced* by advertisers and agencies to produce inch-by-inch readership figures on advertising, *in view of their alarming decline* just as radio has supplied minute-by-minute figures on listening.

"5. Radio should raise its rates, and newspapers and magazines should cut their rates.

"6. Radio remains the biggest, most effective, and most economical advertising medium in the world."

Scoring agency space-media departments for "complacency" in accepting Audit Bureau of Circulation reports while radio is required to produce detailed listenership data, he said:

"Radio departments of agencies now control far too small a portion of total ad budgets. If the bright young men and women of these departments will ask the pointed questions they should ask of their opposite numbers in the space departments, a general realignment of national advertising budgets is well-nigh inevitable.

"The same, of course, should be said of the advertising departments of the client companies.

"Radio, more than ever before, is today's best advertising medium."

William H. Fineshriber Jr., Mutual vice president in charge of programs, stressed that television in itself should not frighten radio people. Many programs — news shows, for instance—are better on radio than on television, he declared. Further, he noted, half the country does not yet have television.

Dave Baylor, vice president and general manager of WJMO Cleveland, made plain that in his view it was time for radio station managers to get down to shirt-sleeves selling of radio. The easy-selling heydey of radio, he said, is over, and time has come for more aggressive selling.

Charles Siverson, program director of WHAM Rochester, called upon station management to think through their problems and work out sound solutions rather than go "hither and thither with Mr. Dither." Stations, he said, must overcome the easy inclination to operate now just as they did 20 years ago.

John Outler, general manager of WSB Atlanta, told the clinic in a speech on "Radio's Dust Bowl" that management which refuses to redirect some of its profits into improvement of its operation may discover its profits dwindling. He called for regular and honest self-appraisal by stations on the question of programs, which he considered the key to success or failure.

Louis Hausman, CBS vice president in charge of advertising and sales promotion, suggested methods of "advertising to your real customers—the listeners." Stations, he said, should build up their own "uniqueness" or "personality" and then take advantage of it by promoting it both on and off the air.

Emphasizing the importance of devoting serious thought to on-the-air promotion, he cited the recent and current studies designed to determine the effectiveness of radio advertising as against newspaper advertising. In "the one case history which failed to establish radio's supremacy," he said, it was found that "the newspaper ads were written by the store's top copy writer and had the benefit of all the advertising department's know-how with layout and newspaper advertising," while "the radio copy . . . was turned out by a high school girl who was being paid the magnificent sum of $21 a week."

Cott Discussion

Means of developing station "personality" through programming were discussed by Ted Cott, general manager of NBC's WNBC-AM-FM and WNBT(TV) New York, in a speech calling for a fresh approach and the application of new ideas in building more listenable programs. Good music as a means of developing both "personality" and audiences was discussed by Elliott M. Sanger, executive vice president of WQXR New York.

Sales suggestions and potential new prospects for radio advertising were outlined by Maurice B. Mitchell, vice president and general manager of Associated Program Service. Sheila John Daly, of *Ladies Home Journal*, stressed the purchasing potentialities of the teenage audience in particular.

The value of good programming was stressed by S. A. Cisler, vice president of WKYW Louisville. He emphasized that it is for the programs that people buy radio sets, and reiterated that consistently good programming, plus discrimination will reasonably guarantee success.

"Hints and pitfalls" in the copyright field—as applied to music, programs, etc.—were reviewed by Robert J. Burton, vice president in charge of publisher relations for BMI and general manager of BMI Canada Ltd., and Joseph A. McDonald, vice president and general attorney for ABC.

Basic ingredients of "showmanship"—including "suspense," "conflict," and "life,"—were described at a Tuesday luncheon by Zenn Kaufman, merchandising manager of Philip Morris & Co.

The clinic was held at the Johnny Victor Theatre in the RCA Exhibition Hall, and was opened by BMI Vice President Roy Harlow, Clinic chairman who supervised the program planning, and co-chairman Lin Pattee. Carl Haverlin, BMI president, presided at the luncheon meetings. William S. Hedges, NBC vice president, welcomed the group at the opening session.

FCC BUDGET

Joint Conferees Get Bill

JOINT SENATE-HOUSE conferees will decide how much money the FCC will have to operate in fiscal year 1952, as a result of Senate passage last week of the Independent Offices Appropriation Bill (HR 3880).

As passed by the Senate, the bill would give $6,233,300 to FCC with not more than $5,550,300 designated for personal services. Also adopted was an amendment which would cut funds for the FCC's information office some 15%.

At present this division gets $25,000 and employs four persons. However, it has been pointed out that the information office performs services for the press but does not act as a "publicity agent," a practice in government that the Senate wants to curtail.

The House had approved an even $6 million for FCC. The upper chamber figure or $233,300 more, but $616,700 behind the President's request, was reported by the Senate Appropriations Committee a fortnight ago [BROADCASTING • TELECASTING, June 18]. This cut from President Truman's budget estimate—coming to 10%—falls on expenditures in personnel. Another Senate-approved slash would reduce cars available from 20 to 10.

FCC now has 1,198 employes. A cut in personnel funds probably would mean no staff replacements.

The Independent Offices Bill also contains Title V which would recommend assessment of fees and charges for regulatory services and activities performed by agencies and commissions.

GEN. TELFORD TAYLOR

Opens Own Law Firm

BRIG. GEN. Telford Taylor, of the law firm of Paul Weiss, Rifkind, Wharton & Garrison, New York, and former FCC general counsel, has opened law offices at 400 Madison Ave., New York.

Gen. Taylor served as FCC general counsel from 1940-1942 and following the war was chief prosecutor at the Nuremberg war crime trials. He continues as chief counsel for the Joint Committee for Educational Television.

'TEEN-AGE ADDICTION

WTIC Drive Brings Stringent Narcotics Law

Conferring on the radio-promoted narcotics bill on the eve of its passage are (l to r) Mr. Eaton, Reps. Laing and Cohen, co-sponsors of the bill; Senator Hall and Mr. Hallas.

* * *

AN 11th-hour drive by radio, spearheaded by WTIC Hartford, has resulted in passage of Connecticut state legislation which threatens severe penalties to dope peddlers, particularly those who sell to 'teen-agers.

Several weeks ago, WTIC's 'teen-age panel program, *Mind Your Manners*, began receiving letters from parents worried over the growth of the use of narcotics among youngsters.

Here was a problem of vast importance. Moderator Allen Ludden consulted Program Manager Leonard Patricelli.

What could WTIC's 'teen-age panel say that would help solve the problem? How could they give advice on this evil practice about which they knew no more than the average boy or girl?

Mr. Patricelli suggested that the only person who could authoritatively advise other youngsters would be a 'teen-ager who had been an addict.

Mr. Ludden arranged for a recorded interview with a 'teen-age girl convicted of using narcotics who was confined to a Connecticut correctional institution.

On May 5, listeners heard the girl, in her small but intense voice, relate the story of her tragedy.

The *Mind Your Manners* panel urged listeners to demand of their legislators more severe state narcotics laws.

Public reaction was so spectacular that Paul W. Morency, WTIC vice president and general manager, began a study of both federal and state narcotics laws. It was found that the Connecticut Drug Act was woefully inadequate.

On May 20th, Mr. Morency conferred with Governor John Lodge who enthusiastically supported the proposal for a revision of existing state laws.

Gov. Lodge suggested that details of the proposed bill be worked out with State Police Comr. Edward J. Hickey. Mr. Morency and Mr. Patricelli went to Comr. Hickey with several recommendations but with one all-important objective: To forge a bill which would sharply define the difference between selling narcotics to an adult or to a minor.

On May 28th, through cooperation of Comr. Hickey and the legislative judiciary committee, the state legislature had a new narcotics bill on the docket.

Time was short. The legislature was to adjourn June 6, and the docket was full.

WTIC went to work. Listeners were asked to write their representatives. A personal appeal from Mr. Morency went out to all other Connecticut radio stations, who responded enthusiastically.

Tom Eaton, WTIC news editor, and Jerry Hallas, political reporter, worked day and night enlisting support to get the bill up for vote.

On June 5, just 24 hours before adjournment—and only 17 days after WTIC initiated the effort—the bill was passed. Gov. Lodge affixed his signature and the bill became effective immediately.

Bell Joins L&M

C. FREDERICK BELL, vice president and one of the founders of Duane Jones Co., New York, has joined Lennen & Mitchell, same city, as vice president and account supervisor. He will take charge of development of new products on accounts handled by the agency. In 1942 when Duane Jones Co. was formed he was appointed account supervisor, rising respectively to positions of director, vice president and member of the plans board. Mr. Bell also served as account executive and department head with Benton & Bowles, New York, in 1933. In later years he was with Griffes & Bell, Chicago, and Blackett-Sample-Hummert, same city.

GRAY APPOINTED

To Direct Strategy Board

APPOINTMENT of Gordon Gray, president of WSJS Winston-Salem, N. C., as director of the newly-created Psychological Strategy Board was announced last Wednesday by President Truman [BROADCASTING • TELECASTING, June 18]. Mr. Gray has obtained a leave of absence from his post as president of the U. of North Carolina.

The new board is designed to offer "more effective planning, coordination and conduct, within the framework of approved national policies, of psychological operations," according to Mr. Truman. The group previously was called the Psychological Warfare Board.

Mr. Gray, former Secretary of the Army, will serve at an annual salary of $16,000, organizing and directing a staff to carry out the work of the board which also comprises James E. Webb, Undersecretary of State; Robert A. Lovett, Deputy Secretary of Defense, and Lt. Gen. Walter Bedell Smith, director, Central Intelligence Agency.

ROYAL TO RETIRE

May Become NBC Consultant

JOHN F. ROYAL, NBC vice president and one of its few remaining old guard executives, is slated to retire about Aug. 1, perhaps becoming an NBC consultant, after more than a score of years with the network.

Mr. Royal

Mr. Royal will become 65 on July 4. This is compulsory retirement age at NBC except in cases where the board of directors waives the rule—a course the board has taken only in one instance.

Mr. Royal joined NBC via its owned-and-operated WTAM Cleveland in 1930 after more than 20 years with the Keith-Albee Theatre interests, a background which prompted his selection as vice president in charge of programs. In this capacity he was credited with building up many of the network's most notable program features.

Special Event

BRYSON RASH, special events director, WMAL-AM-TV Washington, played a central role in a special event aired June 16. In 1941, Mr. Rash was to receive his law degree, but was called out of town on a story. He had finished necessary requirements for a law degree at the Washington College of Law, now the law department of American U., but went without the coveted sheepskin through the past decade. On June 16, a former professor presented the sheepskin during Mr. Rash's WMAL-TV newscast.

DUFFIELD NAMED

As Manager of KDKA

ROBERT G. DUFFIELD Jr., manager of WOWO Fort Wayne, Ind., last week was named manager of KDKA Pittsburgh succeeding Joseph E. Baudino, elevated to general manager of Westinghouse Radio Stations Inc. at Washington headquarters [BROADCASTING • TELECASTING, June 4].

Mr. Duffield

In announcing Mr. Duffield's appointment to the pioneer Westinghouse station in Pittsburgh, Walter Evans, WRS president, said Franklin A. Tooke, KYW Philadelphia program manager, will succeed Mr. Duffield as WOWO manager. Gordon W. Davis, former radio director of W. Craig Chambers Adv. Agency, Pittsburgh, a KYW staff producer for four years, will succeed Mr. Davis as KYW program manager.

Mr. Duffield has been with Westinghouse 23 years. In that period he has been a member of the staff of every station in the original Westinghouse group. In 1927 he joined KYW when the station was located in Chicago, later going to KDKA, WBZ Boston and finally WOWO. During the war he served in the office of the Chief Signal Officer, Washington.

He has just returned to the United States after a six-week leave spent in Munich, Germany, as a consultant to Radio Free Europe [BROADCASTING • TELECASTING, May 28].

Mr. Baudino was elevated to the WRS vice presidency succeeding Walter E. Benoit, vice president and general manager. Mr. Benoit on July 1 becomes manager of the new Air-Arm Division of Westinghouse Electric Corp., parent company, to be set up in Baltimore.

Mr. Davis

Mr. Tooke

ABC Merger Vote

ABC stockholders will meet July 27 to vote on the proposed $25 million merger of ABC with United Paramount Theatres, officials said last week. This is the same date set for the UPT stockholders' vote on the merger plan, which already has cleared the board of directors of both companies. The issue then goes to FCC, which is expected to call hearings to consider the plan in detail.

No. 3 IN THE FIVE POINT SYSTEM OF PROGRAMMING EVALUATION—

Farm Programs

IN IOWA, WHO IS THE PREFERRED FARM STATION

Business in Iowa is divided approximately 50-50 between industry and agriculture, but almost everybody in the State is interested in farming. The 1949 Iowa Radio Audience Survey proves that 23.2% of all Iowa women (including even urban women) and 25.3% of all Iowa men (including even urban men) "usually listen" to WHO's Farm News and Market Reports.

STATIONS PREFERRED FOR FARM NEWS AND MARKETS
(An Iowa Radio Audience Survey Study)

Percentage of all listeners naming a favorite station	Men 67.8%	Women 49.5%
Best Farm News and Markets on:		
WHO	**37.4%**	**46.7%**
"B"	18.9	15.4
"C"	12.2	2.1
"D"	5.6	0.9
"E"	4.9	8.7
"F"	3.9	3.9
"G"	3.0	3.6
"H"	2.6	5.1
"I"	2.1	3.4
"J"	1.7	2.8
"K"	1.2	0.6
"L"	0.8	0.5
Others	5.7	6.3

In Iowa, *Specific Farm Programs* are highly and widely popular, and *more people prefer WHO farm programs than prefer those of any other station.* For three successive years, when asked to name the sources of their favorite farm programs, all Iowa farm-program listeners responded as follows:

	First Year	Second Year	Third Year
WHO —	14.0%	53.9%	55.0%
Station B —	54.5%	13.8%	10.2%

This is Point Three in the Five Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

WTIC Leads Attack

THE *NEW* LAW For Selling Narcotics to Minors—
Mandatory Prison Sentence
15 TO 30 YEARS FOR FIRST OFFENSE

Paul W. Morency, WTIC Vice President and General Manager (left); Leonard J. Patricelli, Program Manager (right); and Allen Ludden, Moderator of "Mind Your Manners" program, witness the signing of Connecticut's new Narcotic Law by Governor John Lodge

on Dope Peddlers

Connecticut Radio Stations Speed Passage of Tough Narcotics Law

THE ability of radio to render notable public service was again demonstrated in Connecticut this month when STATION WTIC, supported by other broadcasters, brought about the swift enactment of a new State Narcotics Law designed to protect teen-agers from the insidious menace of dope-peddlers. This is the first legislation of its kind specifically directed toward solving the growing problem of youth drug addiction.

WTIC's effort, which involved a complete study of existing laws and specific recommendations to legislative bodies, was inspired by the nationwide response to the anti-narcotics crusade conducted by the station's teen-age program "Mind Your Manners" (NBC, Saturdays, 10:00-10:30 A.M.)

WTIC is hopeful that what has been accomplished in Connecticut will be repeated in other states, and offers its help to all other radio stations in the country interested in furthering this worthwhile crusade.

Copy of the new Connecticut law is available on request.

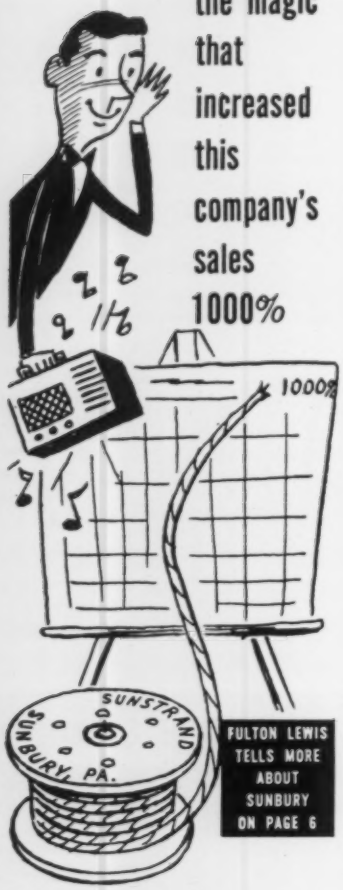
CONNECTICUT RADIO STATIONS THAT PARTICIPATED IN THE ANTI-NARCOTICS CAMPAIGN

Bridgeport	WICC, WLIZ, WNAB
Bristol	WBIS
Danbury	WLAD
Greenwich	WGCH-FM
Hartford	WCCC, WDRC, WONS, WTHT, WTIC
Meriden	WMMW
Middletown	WCNX
New Britain	WHAY, WKNB
New Haven	WAVZ, WBIB, WELI, WNHC
New London	WNLC
Norwalk	WNLK
Norwich	WICH
Stamford	WSTC
Torrington	WLCR, WTOR
Waterbury	WATR, WBRY, WWCO

WTIC

WTIC'S 50,000 Watts represented nationally by Weed & Co.

Radio is the magic that increased this company's sales 1000%



What tougher job than selling an industrial product to an industrialist via a mass medium?

Radio sold wire rope—enough to tote up 1000% sales increase in a month for Sunbury Wire Rope Mfg. Company.

The personality is Fulton Lewis, Jr. (for *his* side of the story, see page 6-; the show is his Mutual Co-op. And the station, Mutual's Shamokin affiliate, WISL.

Over the years, WISL programming has developed a deep-grained confidence among listeners of every income strata. It's carefully calibrated to reach every income group.

Whether *you're* selling wire rope to industrialists or whatever you sell to whomever you want sold, WISL is the buy in Central-Eastern Pennsylvania.

Forjoe's got the story.

Get it today.

WISL

1000 watts Shamokin, Penna.

Charles Petrie, General Manager

RCA COLOR TESTS

Field Work to Start July 9

SERIES of New York field tests of RCA's compatible, all-electronic color television system, which incorporates the tri-color tube, will begin July 9 [BROADCASTING • TELECASTING, June 18], RCA President Frank M. Folsom announced Thursday.

The announcement followed a revelation of full details of the tri-color tube, and distribution of 16-inch sample tubes and kits of associated parts, free of charge, to 231 radio-television manufacturers at a two-day "technical symposium" held in New York by RCA.

Mr. Folsom said that the prospective "experimental field tests of color television will be the first to be conducted by RCA-NBC in the New York area for observation by the public, previous tests having been held for more than a year in Washington.

"During recent weeks," he continued, "special color television equipment has been installed in the NBC studios at Radio City, where the programs will originate. When the experimental tests are on the air, the regular black-and-white television transmitter of station WNBT, atop the Empire State Bldg., will be used to telecast the color programs on Channel 4."

Other Showings

Mr. Folsom said that during coming months, RCA planned to "send the color programs to other cities in network operation, linked with New York via radio relay station or the coaxial cable." He said that at least 100 RCA color receivers would be used in tests at the various points.

The New York field tests, he continued, would necessarily be telecast before the start of regularly-scheduled telecasting in the morning in order to comply with FCC rules. At other periods, the color programs will be "piped" from NBC studios over wire lines to color receivers, he said.

Plans for the RCA demonstration were announced as CBS was completing plans to launch commercial colorcasts under its own system on a regular basis (see story page 25).

A 21-inch tri-color tube, to demonstrate that "there are no external limiting factors to picture size" in the RCA system, was exhibited at RCA's symposium for manufacturers earlier in the week.

An RCA announcement said that "the differences in producing tri-color tubes require additional engineering and manufacturing techniques," but that they were "of such a nature that if adequate manufacturing care and diligence are pursued, production of the tri-color kinescope will impose no more serious problems than those which were experienced in the early days of black-and-white kinescope production."

An engineer who attended the exhibit said that while pilot run production methods were described, his guess would be that setting up a plant to mass-produce tri-color tubes would require two years.

Another observer estimated that the nickel used in one part of the tri-color tube would suffice for two or three thousand black-and-white receiver tubes.

The symposium was attended by representatives of firms licensed to use RCA inventions, among whom was Leopold M. Kay, CBS-Columbia Inc. vice president in charge of engineering, who attended through licenses held by Air King Products Co., which CBS took over as part of its merger with Hytron Radio & Electronics Corp. last week [BROADCASTING • TELECASTING, June 18].

Mr. Kay said that he felt "greatly disappointed" in what he had seen. "They offered absolutely nothing we can lay our hands on to put into our Colorvision sets." CBS had been hopeful the tube might be put into early use with the CBS system, eliminating the need for a rotating disc or drum.

COLORVISION

CBS Exhibits in Chicago

FURNITURE and appliance buyers were captivated by color television last week at the opening of the summer furniture market in Chicago, although they were little more than apathetic and routine in their approach to business transactions. CBS, with its wholly-owned manufacturing subsidiary, Hytron Radio & Electronics Corp., introduced to the trade a 12-inch color set which also will receive black-and-white.

Hollis Burke, Chicago model, demonstrated women's wearing apparel and described colorful household items seven times daily Monday through Wednesday for transmission to a viewing room set up in the Merchandise Mart. Hand-made pilot models, spotted around the room, will be followed by regular production in the fall. The set will probably sell for $499.95, not including installation or service charges.

Called Colorvision, the model is 32 inches wide, 22 and 11/16 inches deep and 36 and 1/8 inches high, and includes 27 tubes with rectifiers and the picture tube. The receiver can be adapted to UHF transmissions, Hytron says.

W. A. Blees Speaks

Buyers appeared to shy away from radio and television makers because of the current glutted condition in dealers', distributors' and retailers' showrooms. The "distressed inventory" condition of television is apparent also in other appliances, according to W. A. Blees, vice president and general sales manager of Crosley division, Avco Mfg. Co. Mr. Blees pointed out, however, that "there is no breaking of prices in the hard, whitegoods line" as there is in radio-TV models.

He said the television industry is different from other manufacturing businesses because "little people can get in easily and disrupt the entire market," and reminded buyers that "the important thing is to control your inventory." Despite the Korean war, he sees an economy that "will be big and prosperous for years to come".

Decrying purchasing and merchandising decisions made in "fear and haste," Mr. Blees also spoke out against government price controls. They are partially to blame "for people *not* coming into the stores by the millions, which they would normally be doing this time of the year."

The fact that goods are moving slowly, however, "is a good thing for business, in one way, because it slows you up and makes you think and work harder. Sales organizations now need to work to sell goods, and cannot depend on the customer to come in to buy. I'm not the least bit worried about the long haul."

Mr. Blees sees a continuing "highly competitive economy," with those who cannot sell "being wiped out." In his opinion, "the boys will be separated from the men."

Much of the new furniture being introduced at the market was designed with television viewing in mind and some for radio listening. Among the new items was a wall cabinet with sliding panels, which hangs over a backless couch as a back rest and has storage space for a radio. A small snack table with drop leaves had a foam rubber cushion which snaps off or on and can be used as a television seat or table. The standard swivel tables, chairs and couches for viewing also were displayed.

OVERSEAS POST

Crutchfield Athens-Bound

THE STATE Dept. last Thursday formally announced that Charles H. Crutchfield, vice president and general manager of WBT-AM-FM WBTV (TV) Charlotte, N. C., will leave for Athens next month to consult with Greek radio authorities on American methods and management techniques [BROADCASTING • TELECASTING, June 18].

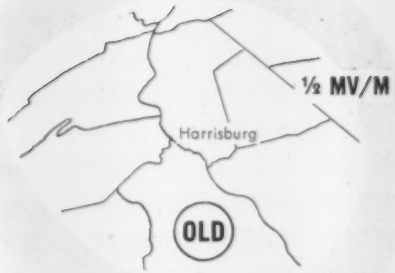
Upon formal notification, Mr. Crutchfield expressed his appreciation to Joseph M. Bryan, president of Jefferson Standard Broadcasting Co., for the leave of absence which made it possible to accept the government assignment. In Mr. Crutchfield's absence, Larry Walker, assistant general manager, will be in charge of WBT aural and TV operations.

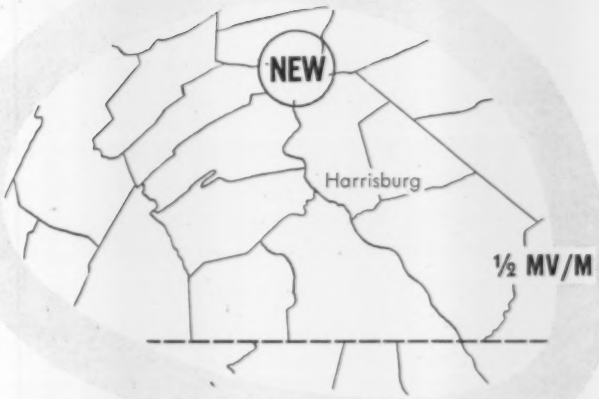
Mr. Crutchfield will spend three or four months in Greece as an American radio specialist advising Greek officials on methods of increasing the effectiveness of their programming and management in domestic broadcasts.

WHP

the nation's leading test station

DOUBLES its coverage!





"mr. 580"

cbs in harrisburg, penna.
5000 watts

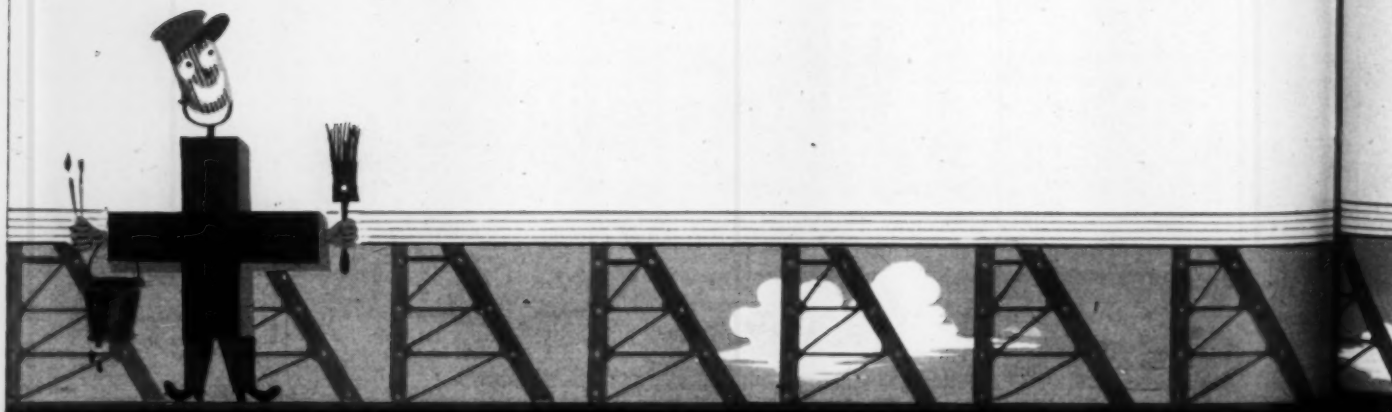
the bolling company

exclusive national representative

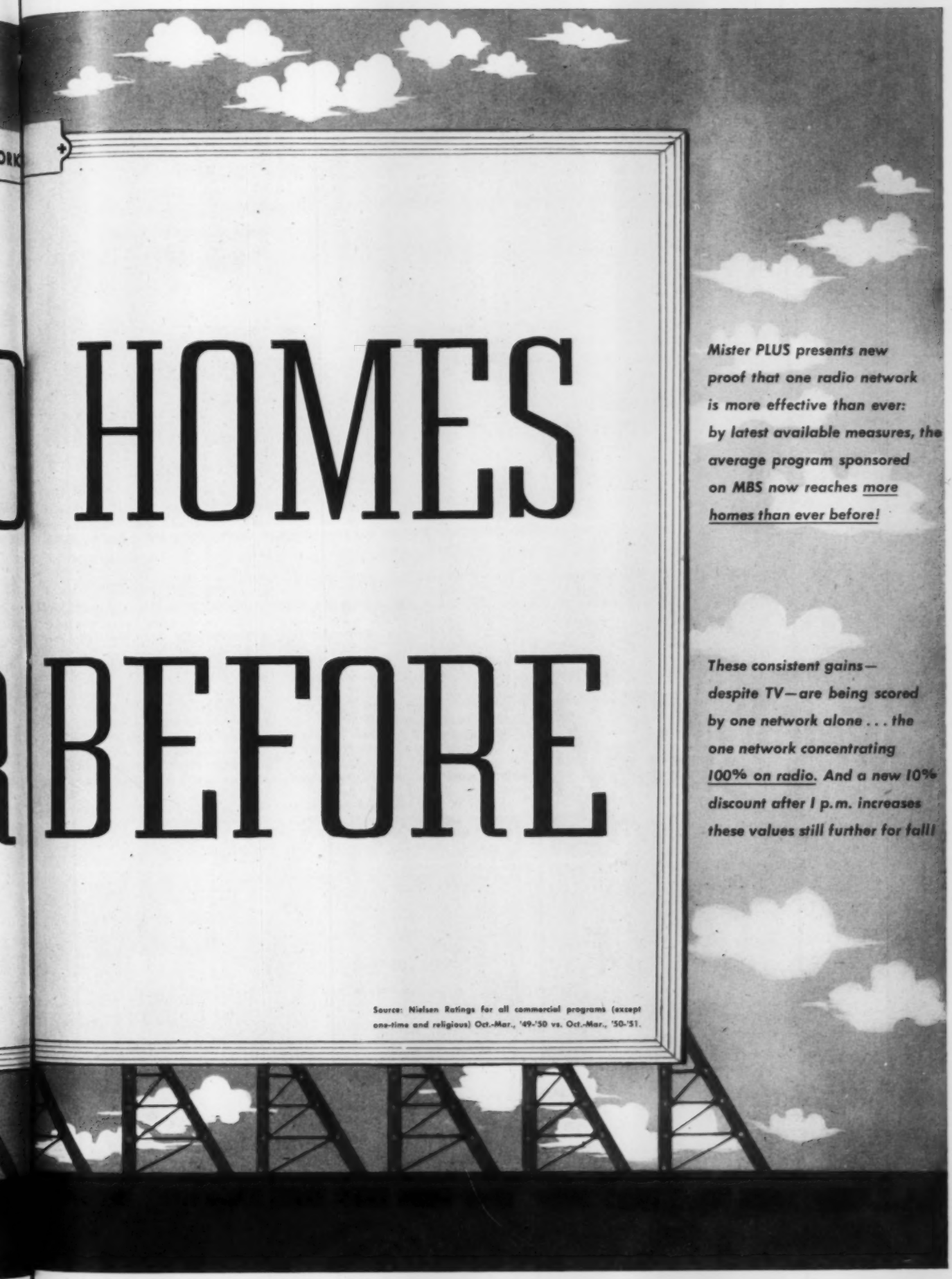
MUTUAL—THE PLUS NETWORK

MORE RADIO

THAN EVER



the difference is... **the MUTUAL broadcasting system**


HOMES
BEFORE
Mister PLUS presents new proof that one radio network is more effective than ever: by latest available measures, the average program sponsored on MBS now reaches more homes than ever before!
These consistent gains—despite TV—are being scored by one network alone . . . the one network concentrating 100% on radio. And a new 10% discount after 1 p.m. increases these values still further for fall!
Source: Nielsen Ratings for all commercial programs (except one-time and religious) Oct.-Mar., '49-'50 vs. Oct.-Mar., '50-'51.

EVERYBODY LOVES A "MYSTERY"...

KTUL "Launches" One With Glamor

EVERYBODY loves a mystery —and they like 'em better wrapped up in pretty packages.

That's how KTUL, the "Showmanship" station down Tulsa way, came up with a "natural" to hypo general interest in the Tulsa Charity Horse Show, May 29 thru June 2.

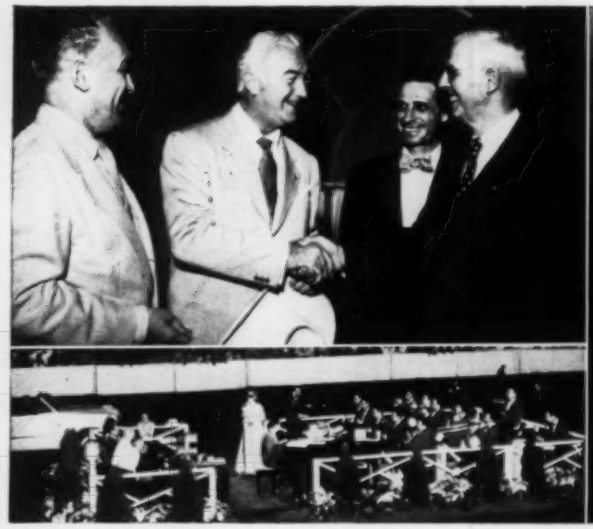
A typical KTUL promotion stunt, it launched another potential celebrity on the stardust trail to the "big time"—a trail traversed frequently by former KTUL'ers.

This time it was Peggy Fowler—little sister of Tulsa's famous Patti Page, who now is recognized as America's most popular woman singer.

Patti, recently featured in Life Magazine as the disk jockey's darling whose record sales during the last 12 months totaled 5,000,000, got her start at KTUL, too. For four years—before she hit the "big time"—she was KTUL's star vocalist.

Peggy, who closely resembles her famous sister and sings with similar styling, was the sensation of the Tulsa Horse Show—billed as the "Mystery Singer."

While Hopalong Cassidy was starred on the last two nights of the show, ticket sales zoomed from the moment KTUL and the press began needling folks to guess the "Mystery Singer's" identity.



KTUL's Peggy Fowler, right, "Mystery Singer" of the Tulsa Charity Horse Show, shared spotlight honors with CBS' Hopalong Cassidy. Left, above, Hopalong is welcomed by Mayor George Stoner, right; John Esau, vice president general manager of KTUL, and Promotion Manager George Ketcham. Below, Peggy sings "Tennessee Waltz" with Sammy Kaye's band.

* * * * * *

For the first time, the "SRO" sign was hung out for such an event in the Tulsa fairgrounds pavilion. The show was completely sold out for the last three performances.

Masked and lovely Peggy made four brief appearances in the arena with Sammy Kaye's band—singing "Mocking Bird Hill" and "Tennessee Waltz."

With a 1951 Ford convertible contributed by the Oklahoma District Ford dealers as the prize, nearly 20,000 spectators tried their luck at guessing her true name.

The result was amazing. Eighty five per cent of the official entry blanks bore the name "Patti Page." Another 10 per cent guessed a variety of such famous names as Peggy Lee, Dorothy Shay, Margaret Whiting, Mary Ford, Martha Tilton, Jo Stafford, Doris Day, etc.

The comparative few who guessed "Peggy Fowler" shared in a drawing for the new automobile to climax the final performance, when Peggy was unmasked.

Peggy is featured as "Mrs. Melody" on the "Mr. and Mrs. Melody" show over KTUL Friday nights at 7:00, with male vocalist Johnny Kirk.

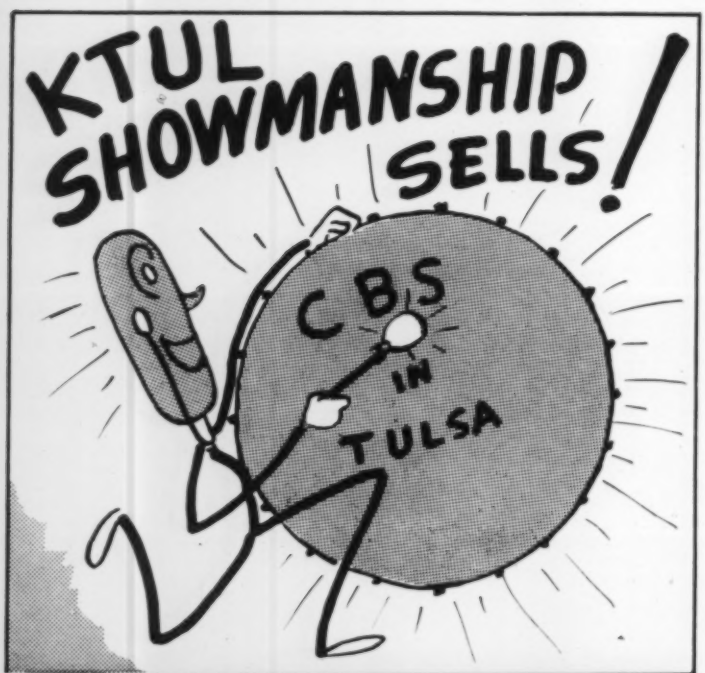
Youngest of eight musical daughters of Tulsa's Mr. and Mrs. Benjamin Fowler, Peggy may soon join the ranks of other "big time" artists and radio personalities who have KTUL showmanship as their background.

SPONSOR NEWSCAST 13 YEARS

Clarke's Good Clothes in Tulsa recently signed renewal for "Tomorrow's News Tonight" over KTUL, marking 13 years' sponsorship of the 10:00 p.m. nightly newscast without a break. Ed Neibling, ace newscaster of KTUL has served at the "Mike" for Clarke's continuously since his return from service in World War II.

"We don't need a Hooper," says Viola Noble, advertising manager of Clarke's, "to determine what this program does for us. We test it very carefully—and very periodically."

Harry Clarke, store owner, appears personally from time to time on the newscast and does the commercial on some outstanding style or value item. Not only does the merchandise sell — but literally hundreds of people mention having heard him on the air. Clarke's was using its own version of "beamed technique" long before the famous Joske survey.



KTUL TULSA'S EXCLUSIVE RADIO CENTER
AVERY-KNODEL, INC.
Radio Station Representatives
JOHN ESAU, *Vice Pres. & Gen. Mgr.*

Advertisement

NOW CBS
IN THE RICH FORT SMITH TRADE AREA OF WESTERN ARKANSAS—
KFPW
FORT SMITH, ARKANSAS
Owned and Operated By KTUL
JOHN ESAU—Vice President General Manager
AVERY-KNODEL, Inc.
National Representative

Boston Symphony takes to tape

FOR FAMOUS NBC REHEARSAL BROADCASTS (PICKED UP BY STATION WBZ—BOSTON)

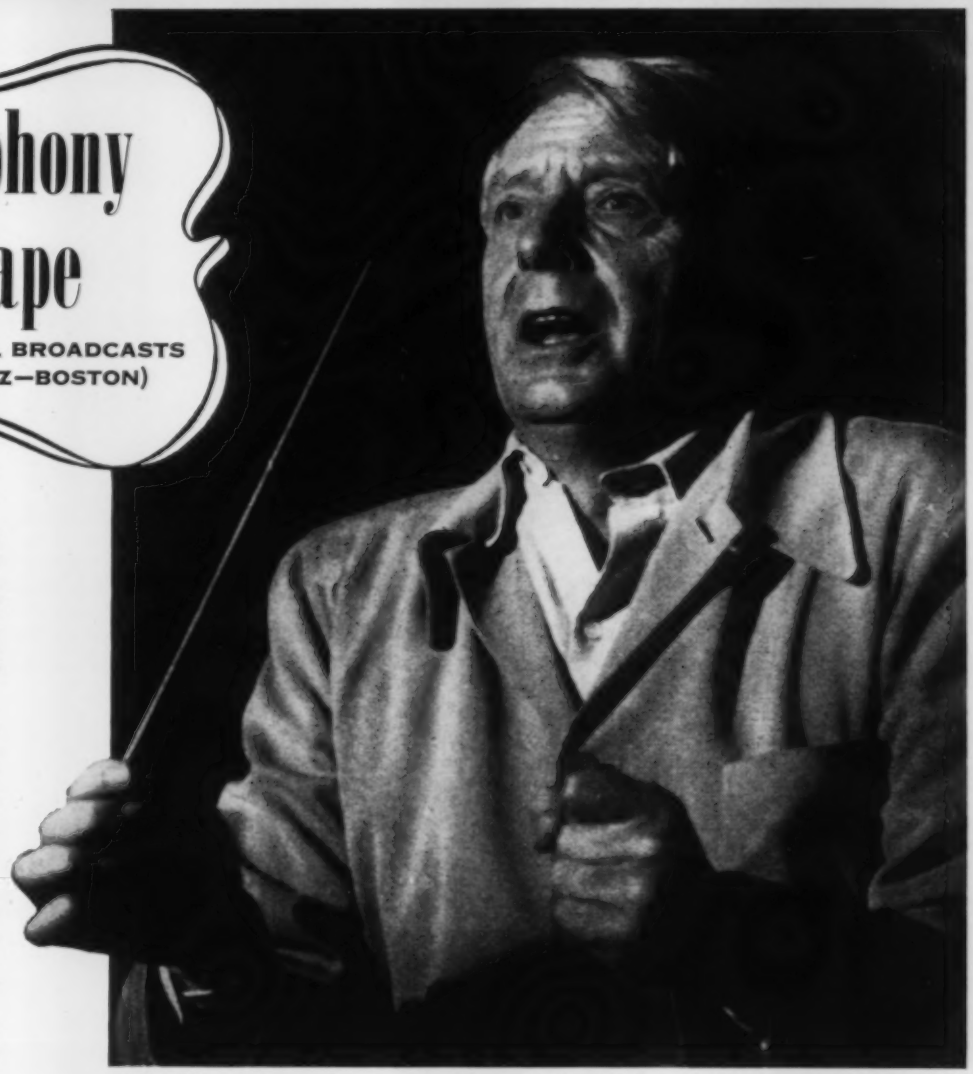
Radio's most unique symphony broadcast has joined the mounting list of programs being aired from tape recordings. Actual 2½-hour rehearsals of the Boston Symphony Orchestra are now recorded on tape by NBC, after which the tape is edited down to a half hour program.

Repetitious parts are eliminated; the announcer's comments and interpolations are composed and dubbed in under the conductor's guidance. The result is a smooth, well-paced program with a vividness and freedom that would be difficult to achieve under the limitations of live broadcast.

Tape captures every sound, reproduces it in every register with matchless fidelity. Editing and splicing are done easily...all the equipment needed is a pair of scissors and "Scotch" Splicing Tape.

• • • • •

Want more information about the shortcuts, new twists, program improvements you can make with tape? Write to Dept. BT-61, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and we'll have a trained representative give you the whole story.



CHARLES MUNCH, the Boston Symphony's conductor, coaxes performances of engrossing beauty from the orchestra with his intense and contagious enthusiasm. Mr. Munch took his place at the head of the symphony in 1949 after a distinguished European career that included conductorships of the Paris Symphony, Paris Conservatory Orchestra, Lamoureux and Straram Orchestras. He is also founder of the Paris Philharmonic.

TAPING OF BROADCASTS is supervised by John H. Wright (left), NBC Producer, with the assistance of Engineer Sydney T. Jarman of WBZ, Boston. Their biggest job comes after the rehearsal, when selection of broadcast material is begun. As many as 55 separate splices of selected portions are made for a single program.

IMPORTANT: There's more than one brand of sound recording tape on the market. Insist on the "SCOTCH" brand, the *lubricated* tape that means matchless fidelity, clarity of reproduction, freedom from physical or mechanical distortion. Used by all major networks and for master recording by recording companies.

Made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn., also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: Minn. Mining & Mfg. Co., International Division, 270 Park Avenue, New York 17, N. Y. In Canada: Canadian Minnesota Mining & Mfg. Co., Ltd., London, Canada.

Feature Foods Supports Its Radio Messages

Merchandising AT STORE-SHELF LEVEL

A HARD-SELLING combination of radio advertising and merchandising is making new sales for food advertisers and premium revenue for four radio stations, three of which are situated in bustling TV markets.

The technique has been used with conspicuous success for more than 15 years by WLS Chicago but has only recently been adopted by KYW Philadelphia, WOW Omaha and WHO Des Moines. Programs are produced by the stations, and the continuous merchandising campaign conducted by Feature Radio Inc.

Here's the way it works:

A sponsor buying participations in any of the Feature Foods shows also receives merchandising help from the staff of Feature Radio Inc. The Feature Radio staff makes regular visits to stores within the station's area, submits reports to the advertiser on such subjects as the distribution of his product, out-of-stock conditions, shelf positions, display of product and of competing products, the rate of product sales. Additionally, the merchandise staff encourages merchants to boost the advertising products.

Take the KYW program for example. The Feature Foods program is *Anne Lee's Notebook*, broadcast 1-1:30 p.m., Mon.-Fri. and 9:30-10 a.m., Saturdays.

Produced and paid for by KYW, the program features Anne Lee, food editor of *Country Gentleman;* Jack Pyle, who is m.c., and a string ensemble conducted by Clarence Fuhrman.

'Headquarters Store' Plan Arranged With Retailers

The tie-in between the program and retail merchants is arranged by Feature Radio. Contracts are drawn with several hundred retail outlets which become "headquarters stores" for Feature Foods (those advertised on the KYW program).

The headquarters stores guarantee to carry the advertised products in stock, to permit advertising decalcomania to be placed on their front windows announcing that they are "headquarters for Feature Foods as advertised on KYW." The program, in turn, tells listeners to visit headquarters stores.

Special promotions are frequently scheduled on the program, with specific stores mentioned by name. New store openings are announced. To help some stores increase traffic, Recipe Roundup Kits are distributed in the store after Anne Lee has told listeners where the kits are available.

In their regular rounds of the stores in the station's area, including those that are not headquarters stores, the Feature Radio staff members not only encourage merchants to push the advertised products but also compile complete reports on the status of the products at the various stores, for submission to the sponsors.

Current sponsors of the KYW program are Amazo, B-B Malties, Windex, Drano, Jelke margarine, Nestle, Oakite, Quinlan pretzels, Fleischmann's Yeast, and Wilson Co.

The program was begun in March, 1950 and within eight months was sold out. Participations cost $75 per announcement, a 105% bigger rate than ordinary daytime spots bring on KYW. After KYW pays Feature Radio Inc. for its merchandising service and pays the talent costs of the show it still nets a bigger return on each particpation than it does from any other daytime announcement.

The story is about the same on WLS where the program features Martha Crane and Helen Joyce and is broadcast 11:30 a.m.-12 noon

(Continued on page 84)

Mr. WELD

LUCKY STRIKE knows that KFYR means fine tobacco (sales). A continuous advertiser on KFYR for 19 years, Lucky Strike also knows that an advertising dollar goes further on KFYR. Ask any John Blair man for the complete KFYR story.

KFYR

550 K. C. • N.B.C. AFFILIATE • 5000 WATTS

BISMARCK, N. DAK.

WHAT IS THE FAVORITE STATION OF RICHMOND, VIRGINIA?

What Radio Station in ten days, in Richmond, Virginia, received Eight Thousand Four Hundred and Twenty-Seven musical requests by mail?

Answer: WANT

What Radio Station in using five spots a day for a Richmond Jewelry Store added over ONE HUNDRED NEW ACCOUNTS in May, 1951?

Answer: WANT

What Radio Station ran five additional announcements on Sunday for a leading Richmond department store and as the result, sold on Monday morning, 1000 pairs of nylon hosiery which were not advertised in any way except on this station?

Answer: WANT

What Radio Station in just ten days pulled sixty-five leads for new Television Sets for ONE ADVERTISER?

Answer: WANT

What Radio Station has more local advertisers using more Spots?

Answer: WANT

THERE MUST BE A REASON, AND THERE IS – WANT IS THE FAVORITE RADIO STATION OF MORE LISTENERS IN RICHMOND AND WANT IS THE RADIO STATION THAT SELLS MORE RESULTS.

You can use WANT with . . .

One order – one transcription – one package price

Through **UBC**

with your message on the five UBC Stations

SERVING THE WASHINGTON AREA	SERVING THE BALTIMORE AREA	SERVING THE RICHMOND AREA	SERVING THE HAGERSTOWN AREA
WOOK	**WSID**	**WANT**	**WARK**
1590 ON YOUR DIAL	1010 ON YOUR DIAL	990 ON YOUR DIAL	1490 ON YOUR DIAL

WFAN – 100.3 MC – WASHINGTON, D. C.

1143 Connecticut Ave. Washington, D.C. Phone: EMerson 2798

WBAL RENEWAL

Pearson-Allen Group Weighs Recourse

DENIED the facilities of WBAL Baltimore, Public Service Radio Corp. at last weekend still was undecided whether or not to carry the fight to the Court of Appeals or to petition the FCC for rehearing. Such action would have to be initiated within 20 days from June 14.

The Commission, announcing the grant of a license renewal to WBAL last Monday by a 3-2 vote, simultaneously made final its proposed denial of the rival new station application. Public Service Radio Corp., with columnists-commentators Drew Pearson and Robert S. Allen as principals, had sought the 50-kw, I-B clear channel facilities of WBAL.

The WBAL proceedings date back to February 1945, and the explosive issues therein had earned it the dubious distinction of being one of the Commission's better-known "Blue Book" cases.

Commission majority, voting June 14, included Comrs. Paul A. Walker, Rosel H. Hyde and George E. Sterling. Chairman Wayne Coy and Comr. E. M. Webster dissented.

Voting nearly patterned the 4-2 proposed decision issued last fall [BROADCASTING • TELECASTING, Dec. 11, 1950]. Comr. Robert F. Jones did not participate in either the final or earlier action in view of Mr. Pearson's vigorous fight against the Ohio Republican's nomination to the FCC in 1948. Comr. Frieda B. Hennock, who joined with the majority last December, also did not take part in the current voting.

Difficulties of the Hearst-owned WBAL can be traced back to 1946 when the FCC issued its provocative statement on "Public Service Responsibility of Broadcast Licensees," destined to become more popularly known as the Blue Book. In it, the Commission scored WBAL for alleged over-commercialism. This was credited with inspiring, at least partially, the rival application of Public Service Radio Corp. for the Baltimore 1090 kc facilities. The new station request subsequently was incorporated into the renewal proceedings on WBAL's license.

Preliminary Vote

The lengthy hearings conducted in 1947-48 were reported to have resulted in a preliminary 3-3 vote. It is believed that Comr. Walker originally favored the Pearson-Allen application, bringing about the stalemate.

Following the initial decision, oral argument March 31 was granted Public Service Radio Corp. Marcus Cohn, of the Washington law firm of Cohn & Marks, appeared for the petitioner. William J. Dempsey, Dempsey & Koplovitz, argued on behalf of WBAL [BROADCASTING • TELECASTING, April 2].

CARL WARD (seated), sales manager of WCCO Minneapolis, examines color charts which Fay Day, research experts from CBS, New York, used to illustrate a presentation showing WCCO's increased audience.

The FCC majority last week conceded that the record showed WBAL "was unbalanced with respect to an overabundance of commercial programs," but pointed out "that such imbalance as had existed in prior years has been rectified."

That the owners of WBAL have made a real and energetic effort to improve the situation as it existed prior to the time of designation of hearing, and have improved the quality and the balance of its programs, is indicated by a careful comparison of the program analysis for 1947 with prior years.

The majority cited the percentage decrease of commercial programs in recent years as compared with the 1943-45 period, as well as a corresponding increase in sustaining public service time and non-commercial spot announcements.

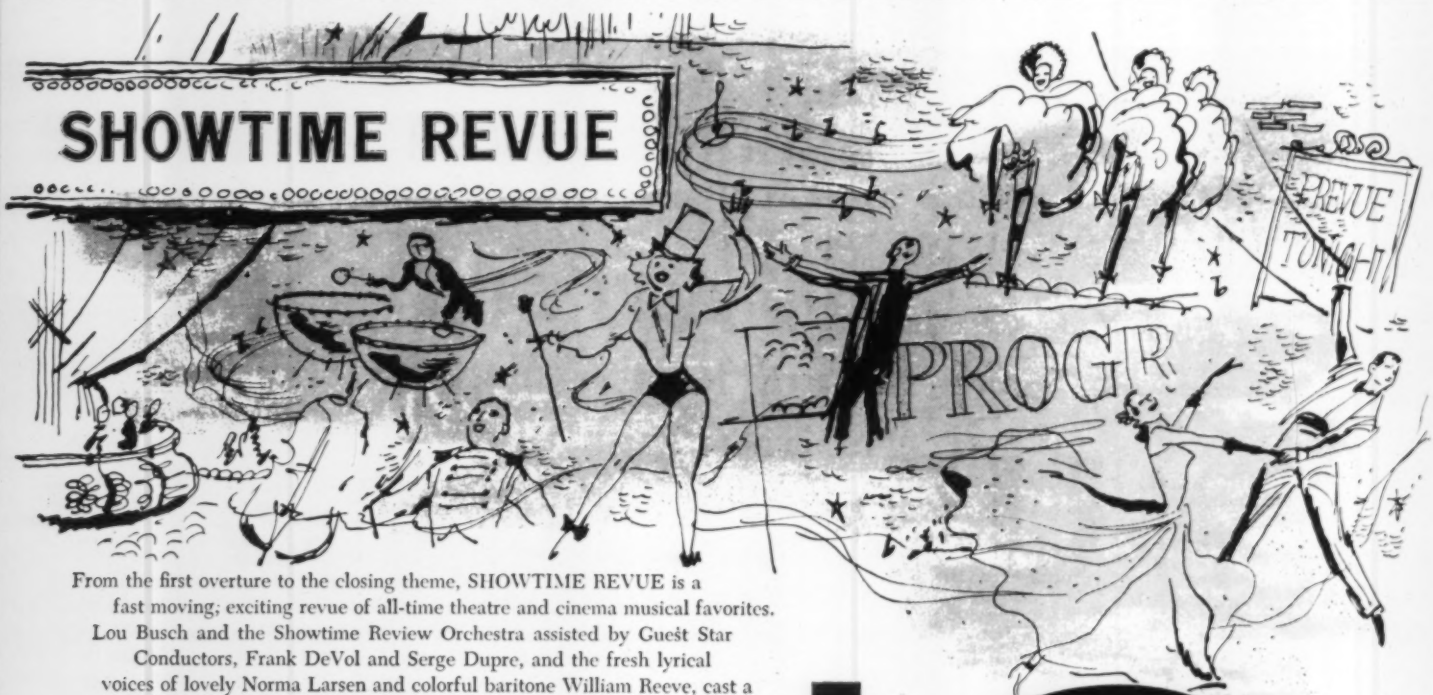
Stating that both applicants are legally, technically and financially qualified, the majority said: "The determining factor in our decision is the clear advantage of continuing the established and excellent service now furnished by WBAL and which we find to be in the public interest, when compared to the risks attendant on the execution of the proposed programming of Public Service Radio Corp., excellent though the proposal may be."

Chairman Coy, in his dissent, declared that the Communications Act makes it "explicitly clear" that a license creates no "property rights" in the licensee and confers "no vested right" in the use of facilities.

He agreed that the Commission in licensing must consider the fact that an applicant is an existing operation and give consideration to the manner in which it has been functioning in determining which of several applicants is best qualified to operate in the public interest.

"However," Mr. Coy declared, "the operation of an existing station does not automatically weight the balance in favor of the existing station; it may, and frequently

(Continued on page 87)



From the first overture to the closing theme, SHOWTIME REVUE is a fast moving, exciting revue of all-time theatre and cinema musical favorites. Lou Busch and the Showtime Review Orchestra assisted by Guest Star Conductors, Frank DeVol and Serge Dupre, and the fresh lyrical voices of lovely Norma Larsen and colorful baritone William Reeve, cast a musical spell which leaves the audience humming long after the show is over.

Another Capitol Library Feature, one half hour per week.

A feature worth $50 per month alone – yet you may have SHOWTIME REVUE plus numerous other sparkling library shows on your station for just $75 per month the first year and just $50 per month thereafter. A collect wire will bring all the details. Send it today!

It's the library you want at the price you want to pay

Capitol RECORDS, INC. BROADCAST DIVISION

Sunset at Vine • Hollywood 28, Calif.

THE EVENING STAR BROADCASTING CO.

WASHINGTON, D.C.

announces the appointment of

THE KATZ AGENCY, INC.

NEW YORK · CHICAGO · DETROIT · ATLANTA
KANSAS CITY · DALLAS · SAN FRANCISCO · LOS ANGELES

as national advertising representative for

W M A L
WASHINGTON, D. C.
630 kc 5000 W ABC

WMAL-TV
WASHINGTON, D. C.
CHANNEL 7 ABC

EFFECTIVE JULY 1, 1951

$447,957,000.00

How much is yours?

THIS nice, not-so-even figure—$447,957,000—is the estimated annual amount of retail sales in Canada's three Maritime Provinces. That's New Brunswick, Nova Scotia and Prince Edward Island. How much of that tidy sales market is yours? The Maritime Provinces represent a market that splendidly illustrates our statement: "In Canada you sell 'em when you tell 'em!"

Because the Maritimes, a rewarding market for most goods, are a marketing problem. You can sell anything from modern business machines to buggy whips in the Maritimes; but you won't sell much of anything unless you reach the consumer. The big problem is *how*. And here's the answer:

There's a crack salesman waiting to go to work for you in the Maritimes right now! A salesman who really knows his territory; who calls on 300,000 Maritimers at least once a week; who already has "the ear" of the people who buy down East. There are 22 radio stations in the Maritimes, many more stations than daily newspapers.

There must be a reason. And the reason is simple enough. Because the population in the Maritimes is concentrated in a few cities, with miles of rich forest lands and thinly populated rural areas in between. There's no better salesman than radio. Don't let anyone tell you the Maritimes are not a good market; (half a million dollars isn't hay!) they compare favourably with most and for some products actually lead all of Canada in per capita sales.

And don't let anyone tell you it's hard to sell in the Maritimes; in fact, the consumer in the Maritimes counts on the radio both as the first source of entertainment and news and as a shopping service as well. That's why radio is your best salesman—at least for brand manufacturers—in that half-million dollar market, the Maritimes.

IN CANADA YOU SELL 'EM WHEN YOU TELL 'EM!

T. J. Allard

General Manager

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa.

37 Bloor St. West, Toronto.

NEW TV-RADIO building for WCPO-AM-FM-TV Cincinnati was dedicated June 14. Off in a corner for a moment during the dedication party are (l to r): Jack Howard, president of Scripps-Howard Radio Inc. which owns the outlets; M. C. Watters, WCPO-AM-FM-TV general manager, and Charles Scripps, trustee board chairman of Scripps Trust.

CANTOR HONORED

Folsom Presents Degree

RADIO-TV Comedian Eddie Cantor received an honorary degree from Frank Folsom, RCA president, during the 65th commencement exercises of Temple U. in Philadelphia June 14. Mr. Cantor spoke briefly before Temple graduates, largest class in the history of the university.

Mr. Cantor, one of five citizens to receive such an honor, was cited by Mr. Folsom for his comedy and songs which have "enlivened the theatre, brightened the screen, made the radio vibrant and captivated television. . . ." Mr. Folsom added that the comedian's talents have made him "a national institution."

Mr. Folsom presented Mr. Cantor with a degree of Doctor of Humane Letters describing him as a "doctor of morale who helps to sustain sanity and happiness in a hectic and harried world." Secretary of the Army Frank Pace Jr. also was given an honorary degree.

WROV AFFILIATES

Adds ABC to MBS Schedule

AFFILIATION of WROV-AM-FM Roanoke, Va., with ABC, effective June 15, has been announced by Frank E. Koehler, general and commercial manager of Radio Roanoke Inc. WROV also is an affiliate of MBS. New recording facilities have been installed by the station to handle certain delayed ABC network programs not carried live.

Among the ABC shows to be taken by WROV are Walter Winchell, Walter Kiernan, the *Breakfast Club*, *Betty Crocker*, Louella Parsons and *My True Story*. Commentators Elmer Davis, Martin Agronsky, Paul Harvey and others also will be periodically carried. Two network affiliations will enable WROV to cover "world affairs more comprehensively" than before, Mr. Koehler stated.

TUCKER NAMED

Managing Dir. of WRR

DURWARD J. TUCKER, chief engineer and assistant manager of WRR Dallas, has been named managing director of the municipally-owned outlet, succeeding Dale Drake, resigned. Mr. Drake has been named vice president in charge of sales for the Texas State Network.

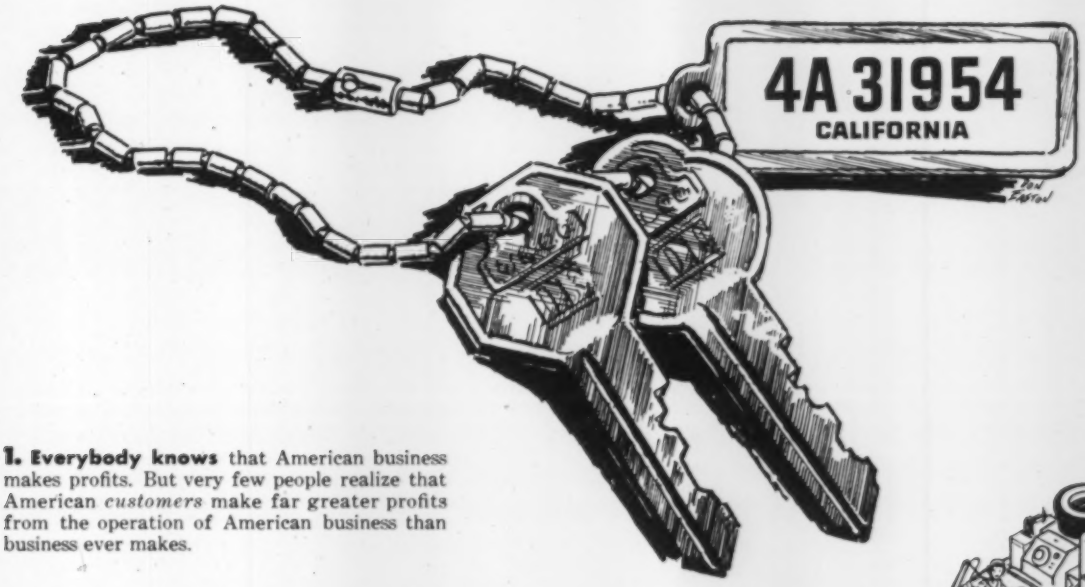
Mr. Tucker

Mr. Tucker, who assumed his new duties June 1, has had varied experience in sales and programming as well as in radio engineering since 1933. He designed and supervised construction of WRR's studios on the grounds of the Texas State Fair in 1939 and two years later the broadcast plant for the City of Dallas. He also supervised installation of WRR-FM, and now is active as communications director of civil defense in the Dallas area. He also has written numerous technical articles and a book, *Introduction to Practical Radio*.

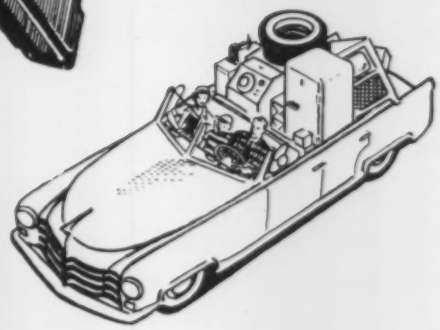
Register as Lobbyists

JOSEPH E. CASEY, former Democratic House member from Massachusetts, drew $26,332 from Radio-Television Mfrs. Assn. and the Committee for Equalization of Tobacco Taxes, according to a lobby registration analysis reported by *Congressional Quarterly*, a legislative reporting service. Judge Justin Miller, chairmen of the board, NARTB, registered as a paid lobbyist, listing income at $50,000. Former Sen. Francis J. Myers of Pennsylvania, who was Majority Whip and member of the Senate Interstate Commerce Committee in the previous Congress, reported a $3,750 annual income from the National Foundation for Consumer Credit Inc.

Everyone profits from profits



1. Everybody knows that American business makes profits. But very few people realize that American *customers* make far greater profits from the operation of American business than business ever makes.



	*Price per gallon**	*Price in terms of 1925 dollar***	*State and Federal tax**	*Total retail price*	*Total price in terms of 1925 dollar***
1925	**16.5¢**	**16.5¢**	**2¢**	**18.5¢**	**18.5¢**
1951	**18.5¢**	**12.8¢ (-22%)**	**6¢**	**24.5¢**	**16.9¢**

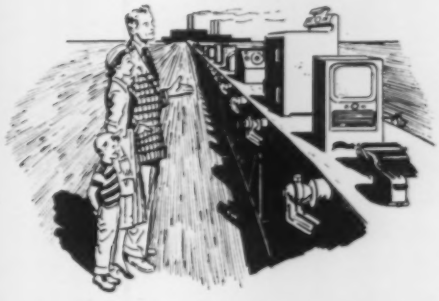
*At Los Angeles, California.

**Based on Bureau of Labor Cost of Living Index. 1925=100; 1951=144.8.

2. Here's a simple example: In 1925 Union Oil Company's "regular" gasoline sold for 16.5¢ (excluding tax). During those years, our average profit was 9/10ths of a cent per gallon on all the products we manufactured. Today our "regular" gasoline sells for 18.5¢ per gallon—12.8¢ in terms of the 1925 dollar. And during the last 5 years our profits have averaged 1¢ per gallon on all products.

3. So in terms of real dollars, our customers are paying 22% less for gasoline today than they did 26 years ago. But that represents only part of their gasoline profit. In addition, 1 gallon of today's "regular" gasoline will do as much work as 1½ gallons of 1925 gasoline. So our customers get another 50% profit in each gallon from this source.

4. In other words, Union Oil Company has continued to make a reasonable profit—in all but a few Depression years—since 1925. *But at the same time,* our customers' profits have increased steadily until they are many, many times larger than the company's. A similar increase in customer profits has taken place in automobile tires, light bulbs, radios, refrigerators and practically everything else the American customer buys.



5. The reason for this seeming paradox is this: The American profit system provides the incentives, the competition and the free economic climate which make for continuous progress and constantly greater efficiency. And only through progress and greater efficiency can customers continue to increase their profits. Therefore, any serious attack on American business profits can only result in eliminating American customers' profits as well.

UNION OIL COMPANY
OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

PLEASE...

Shall this be written on the tombstone—

RADIO
1920-1951

THE OPERATION WAS A SUCCESS BUT THE PATIENT DIED

Perhaps. Yet the curious fact apparent at this writing is that the patient is not dead at all. Virile in its youth, grown wiser in its maturity, the 31-year-old giant is being buried alive.

Those of us who have watched the industry through the years have seen the infant mature, until today, radio is herculean in its power alike to serve the public interest and to move mountains of American-built products.

How odd, then, that there are those today who are frenzied as flies in a mirrored box in their zeal to bury radio while it yet lives. How odd that a mass hysteria reminiscent of bank runs of the thirties should grip advertising people, a caste which has, until now, believed itself insulated against such emotional contagion.

The trade press headlines "Radio's Fight for Survival." Great networks slice radio rates. Rumor flies that radio is doomed. The infection, until these last months shielded from the public by the skin and flesh of sober judgment, has broken through, a blood red rash across the face of the industry in New York and other major advertising centers.

Witch-hunt Atmosphere

And we who must view from afar are startled by the witch-hunt atmosphere of those who would track down a great industry and cast it in the grave that its last breath might be smothered by the very ones who fathered it. Little wonder that the competition stands by, slyly smiling, and now and then kicking a shoeful of dirt graveward.

Perhaps one quiet voice can do little to halt the surge of emotional thoughtlessness. Even so we would speak out. Even so we would call attention to the facts.

At WSM—and we venture to say at other large stations throughout America — there is no wild retreat. There is no slashing of rates unaffected by network operations. There are no convulsive midnight conferences.

At WSM there is business as usual. And as usual, business is good. Business, in fact, has never been so good as it is right now in 1951. Station income is up. We have more people on our payroll than ever before. Advertisers on WSM still clamor for certain programs . . . and one show has a waiting list of four sponsors standing in line to take the program in case it should become available.

Each week we originate 17 network shows from our Nashville studios. Each week people come from all over America to see our shows produced—in fact, more than 300,000 people will see WSM live originations as they go on the air this year.

Talent cutback? Not at WSM where we have more than 200 big name entertainers on our payroll. Radio dying? Not at this station where national magazines send writers down year after year to do the WSM story. The latest such story, by the way, appears in Collier's this summer.

WSM type radio with emphasis on live productions to satisfy the tastes of a regional audience

NOT BURIED ALIVE!

continues to pay off just as it has for 25 years. For instance, take the case of a work clothes manufacturer who, two years ago, made WSM his only advertising medium for reaching the Central South. During the past 12 months, with a single half-hour show per week, sales have increased 21 per cent—this, mind you, for a company which had been selling hard in this same market for the past 85 years!

Big Bad Bug-a-boo

Here's an excerpt from a report from a large food manufacturer: "With one WSM program per week, the area covered by this advertising has shown the greatest sales increase in our history." This, from a company which, in other markets, is using newspaper, outdoor and the Big Bad Bug-a-boo, television.*

Over the last three years, a paint manufacturer with just one WSM program per week has concentrated on expanding his distribution. The result—he has increased his dealership in the Central South by 82 per cent!

A Southern flour miller has such firm faith in WSM advertising that he has concentrated more than half his total advertising budget on this one station during the last six years. The formula has paid off with (1) a sales area expanded to 18 states (2) production increased from 160,000 units in 1945 to 410,000 units in 1950.

The advertising manager of one of the country's largest shoe manufacturers—a company using television, national magazines and newspapers—reported to his own board of directors recently that his WSM advertising of the past two years has been the "most satisfying advertising experience of my career." Little wonder—actual statistics show that the area covered by his WSM program has shown a 96 per cent increase saleswise this past year.

If you like, we'll furnish names of these companies and more details. More success stories, too.

But the point we would like to make is that the WSM kind of radio is alive, and growing as never before in our 25 years.

It is true that WSM is one of America's big stations, operating with the power of a 50,000 watt Clear Channel voice to reach a vast area. Still we are but a part of a great industry. We would not speak for other broadcasters.

If there are those who say their network or their radio station is sick and must be given the emergency stimulant found in rate cuts we may disagree. We may feel that they are victims of the contagion of defeatism. But in the final analysis, it is for these broadcasters to make their own decision about their own future.

We speak only for WSM. We say only this—Radio at WSM is here to stay because of the simple and obvious fact that never before has it sold so much merchandise or served so many people. Radio Station WSM with its operation geared to the needs of a region continues to be the only single medium which takes an advertiser's message to 7½ million people in the Central South.—*WSM, Inc., Broadcasting Service of the National Life & Accident Insurance Co., Nashville.*

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* Incidentally, we don't sell television short, either. We think enough of this new medium to invest WSM-TV money in a 200-mile micro-wave relay system to bring network shows from the nearest cable-connection point in Louisville, Kentucky.

KXOK PLANS

Unaffected by Sale Of 'Star-Times'

FURTHER concentration of energies in the broadcast field is planned by the ownership of KXOK-AM-FM St. Louis, it was announced last week in the wake of the June 15 sale of the St. Louis *Star-Times* to the St. Louis *Post-Dispatch*. Transaction did not include the radio-FM properties nor the Star-Times Bldg. that houses the stations.

Elzey Roberts, head of the stations and former president and publisher of the *Star-Times*, said the company hopes to enter the television field "reasonably soon." Application is on file at the FCC.

Immediate plans are to change the name of the Star-Times Bldg. to the KXOK Bldg. and to change the 40-foot neon "Star-Times" sign on the structure to "KXOK." In addition, a new corporate name will be given the company in lieu of the present Star-Times Publishing Co.

KXOK, an ABC affiliate, operates fulltime on 630 kc with 5 kw. Chet L. Thomas is general manager.

Commenting on the sale of the afternoon newspaper, Mr. Roberts said that rising labor cost and material cost had outran revenue in the past five years, prompting the negotiations that ended the 67-year history of the publication.

The Roberts family had maintained control of the *Star-Times* since 1913. Mr. Roberts, eldest son of the late John C. Roberts, had spent 36 years with the paper.

★

Unofficial estimates of the sale price for the paper's name, goodwill, circulation lists and publishing equipment, ranged between $3.5 and $5 millions.

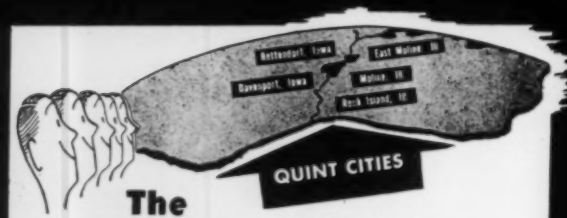
The *Post-Dispatch* is owned by the Pulitzer Publishing Co., which also has the 5-kw fultime KSD on 550 kc, an NBC affiliate, and KSD-TV St. Louis on Channel 5.

RTMA APPOINTS

Cousins Information Chief

PETER H. COUSINS, with the headquarters staff of Radio-Television Mfrs. Assn. since July 1946, has been named director of information by James D. Secrest, RTMA general manager. He succeeds John Koepf, who resigned to join the Savings Bond Division of the Treasury Dept.

Mr. Cousins was a radio news reporter for NBC and ABC in Washington for a decade before joining RTMA as assistant to Mr. Secrest. During the war he served as assistant to the Assistant Director of Censorship in charge of broadcasting.



The
QUINT CITIES

5 cities forming one great community the Hub of a Major Market

Here's what you buy with WOC . . .

The greatest concentration of population in the western Inner Corn Belt area . . . dozens of small towns surrounding the cities . . . a market in one of the richest agricultural regions in the world . . . a market famous for its heavy and light industries.

Basic NBC Affiliate

WOC ties this entire area together in one market package. Sell your products by using WOC. Get the facts from your nearest F & P office—or from WOC direct.

WOC
5,000 W 1420 Kc

B. J. Palmer, President
Ernest C. Sanders, Manager

WOC Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

FALL promotion-advertising plans for NBC are discussed in Beverly Hills by (l to r) Kai Jorgensen, Hixson & Jorgensen, Los Angeles; James Brown, BBDO New York; Helen Murray Hall, NBC Western Div.; C. M. Penley, KOA Denver; Doty Edouarde, NBC Hollywood Spot Sales.

WIBC Indianapolis baked a cake for Disc Jockey Easy Gwynn (center) to celebrate his seventh anniversary with the 50 kw MBS affiliate. Anticipating a slice of the cake are Bill Dean (l), program director, and President Richard Fairbanks.

AND CBS baked a cake for Announcer Frank Knight (l) to celebrate his 15th year with Longines-Wittnauer Watch Co.'s *Symphonette* Sponsor's adv. dir., Alan Cartoun, presents cake.

CITATION for heroism is presented to Hal H. Hoffman (r), national sls. mgr. for KSJO San Jose and KHUB Watsonville, Calif., by Capt. R. E. Olstad of San Francisco police. Mr. Hoffman risked his life to stop a runaway auto.

GUEST quizmaster on *Quiz Kids* show is Oliver B. Capelle, Miles Labs', sls. prom. mgr. Adjusting cap is seven-year-old Quiz Kid Melvin Miles. Mr. Capelle is serving during Quizmistress Fran Allison's vacation.

AN INTERVIEW with winner of Armour Creameries, Louisville, "Name-the-Calf" contest brings out (l to r): John Ross; Uel W. Ross, father of boys; J. Russell Ross, winner of the calf; Frank Cooley, WHAS Louisville prog. dir.; the calf; and C. A. Williams, creamery mgr.

STOP

here's the most complete study of
AUTO RADIO LISTENING
in Northern Ohio!

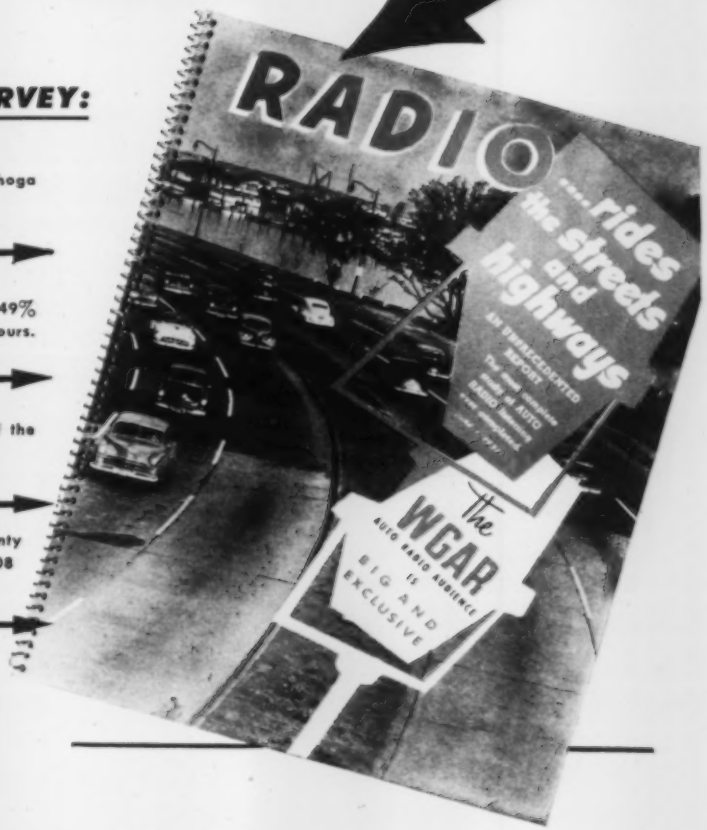
STOPPERS FROM THIS SURVEY:

STOP 81% of the 418,185 autos in Cuyahoga County have auto radios.

STOP Average auto has 1.6 passengers. 49% of auto radios are on one or more hours.

STOP Auto radios are turned on 74% of the time autos are in use.

STOP Auto radio listeners in Cuyahoga County are tuned to WGAR a total of 411,708 half-hours daily (7 AM to 7 PM).



GET ALL THE FACTS!
WRITE FOR YOUR COPY

in Northern Ohio.. **WGAR** the SPOT for SPOT RADIO

WGAR *Cleveland*
50,000 WATTS ... **CBS**

RADIO ... AMERICA'S GREATEST ADVERTISING MEDIUM

Represented Nationally by
Edward Petry & Company

You'll chalk up
HIGHER RATINGS
MORE RENEWALS
EASIER SALES
WITH Z
"BOS
BLACK
America's Most Succes
Adventure-Detective Sh

HIGHER RATINGS

In BIG Towns		In SMALL Towns	
San Francisco	16.0	Hattiesburg	29.6
Louisville	21.7	Zanesville	26.0
Minneapolis	16.5	Youngstown	21.3

He'll chalk up high ratings for you, too!

MORE RENEWALS!

6th YEAR . . . Minneapolis, consistently outrating important network shows.

5th YEAR . . . New Orleans, consistently delivering a large and loyal audience.

4th YEAR . . . Raleigh, consistently selling for Carolina Power and Light Company.

He'll chalk up more renewals for you, too!

EASIER SALES

- *"Boston Blackie's 19.1, the highest rated show on Sunday afternoon in Kansas City."*
  James Coy—Rogers & Smith Advertising Agency
- *"Boston Blackie has the most loyal listening audience of any show we've ever had on the air and is Lake Charles most outstanding mystery show."*
  James H. Jesse, Pgm. Dir., Station KLOU, Lake Charles, La.
- *"Today marks the 91st broadcast of Boston Blackie for Falls City Beer—Louisville. Our latest Hooper tops all network and local competitive programs."*
  Ray D. Williams—Prater Advertising Agency
- *"We are having tremendous success with Boston Blackie. Once it was necessary to re-schedule 'Blackie' for play-by-play sport commitments. It would be difficult for you to appreciate the deluge of calls we received at the station."*
  John T. Rutledge, Ass't. Gen. Mgr., Station WVJS, Owensboro, Ky.

He'll chalk up easier sales for you, too!

Now, on TV!

AM + TV = TOP RATINGS!

Boston Blackie on TV is already proving the fastest seller ever.
Sponsored by big-name advertisers on top TV stations in:

NEW YORK CITY, CHICAGO, LOS ANGELES, WASHINGTON, D. C., DETROIT, CINCINNATI, DAYTON, COLUMBUS, PITTSBURGH, CLEVELAND, LANCASTER, TOLEDO, MINNEAPOLIS, RICHMOND, NORFOLK, ATLANTA

HURRY—YOUR MARKET MAY STILL BE AVAILABLE!
WRITE, WIRE OR PHONE.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

editorial

Air Is Clearing

THERE are lately a lot of encouraging signs that radio has overcome the jitters that afflicted it a couple of months ago when network rate cutting began.

A number of stations, station representatives and indeed networks themselves have come out with aggressive promotions. These campaigns serve two purposes. They not only remind advertisers that radio is their best and biggest buy but also bolster radio's own faith in itself. The latter effect is as important as the first at this stage of recovery from the emotional funk that struck some sections of broadcasting last April.

There is evidence that the impact of television, which seems to have hit some New York agency and advertiser executives harder than other people, is being evaluated nowadays in clearer perspective. Television has quit growing by the leaps and bounds that characterized its development last year, and this in itself gives advertising experts a chance to look at that medium more calmly.

The facts of radio's great advantages in size and economy over television and all other media have always been available, although they were largely ignored in the near-hysteria that recently obtained. In the quieter atmosphere prevailing now, the facts will be heard, and regarded.

Prudence and the Freeze

THE SEVERITY of the critical materials shortage is now evident. Just a few weeks ago, there were those who ridiculed any prospect of shortages that might stop consumer production lines. Now, steel, the basic metal, is in such short supply that the National Production Authority in collaboration with the Iron and Steel Institute, has launched a drive to ferret out scrap to keep the mills going.

As a public service, the broadcast media, of course, will cooperate in this drive. The Advertising Council is giving it priority.

But aside from the public service aspects, radio and TV have other stakes. Steel must be provided for military and defense-rated uses. And quantities must be supplied for consumer items—items sold to a great extent through broadcast advertising.

There is yet a more intimate relationship. Assurances have been given of adequate repair and replacement parts for the broadcast services, both transmitting and receiving. But any unforeseen development could snuff out those assurances overnight.

It behooves all in broadcasting to take a realistic, indeed a statesmanlike, view of these conditions—the FCC as well as the licensees. In an emergency such as this, the welfare of all must be put ahead of the desires of some individuals, in those instances where conflicts between the group and the individual exist. Cooperation among all elements in broadcasting is urgent.

It is generally agreed that there are more than enough aural stations to provide nationwide service, except in comparatively few "white areas" where primary service is inadequate. Is it necessary to license any additional AM or FM stations except for those going into these "white areas?" Why not a moratorium until the critical materials situation ameliorates?

There is dire need for additional TV service. There is no immediate disposition to superimpose an equipment freeze upon the allocations freeze that has obtained since 1948. The FCC is seeking to move posthaste in lifting this freeze, and would like to eliminate the full-dress city-by-city hearings scheduled to begin July 9, substituting therefor a stripped procedure which could cut the running time in half. We hope this will be done.

But a TV equipment freeze could come if prudence and judgment aren't used in the reopening of TV licensing. Stations use vast amounts of steel and copper and critical materials in antenna towers and studios.

In New York, the Empire State TV antenna is now in operation and shortly will be utilized by six of the seven stations. It was developed, not as a means of conserving critical steel and other materials, but to improve reception of all stations. It means fewer complications in orientation of home antennas. It is a genuine service to the looking public.

Here is an obviously prudent lesson for all cities with more than one TV installation upcoming. Let them recognize that steel is a problem, and come forward with plans for the use of a common base adequate to support the anticipated allocations in the area. They can share the costs or rent the site, as is done in the case of Empire State. NPA would welcome such cooperation. The FCC, we have no doubt, would love it.

There are valid reasons why studios can't be used cooperatively. But fancy edifices, with chrome and steel trimmings, should be put aside for the duration. Raw space, with cement blocks and wood joists will do. It makes good economic sense too. The applicant won't be as hard put to make a financial showing.

There may be better ideas. The defense authorities and the FCC would like to hear them. One thing we do know: By coming forward with conservation ideas, broadcasters will help themselves by helping to expand a needed new medium with greatest possible dispatch.

These Changing Times

TEN DAYS ago a good newspaper—the St. Louis *Star-Times*—ceased publication. Name, good will, circulation lists and equipment were sold to its formidable competitor—the *Post-Dispatch*—one of the world's greatest newspapers. But its radio facilities—KXOK-AM-FM and the application for TV—were retained by Elzey Roberts, publisher of the *Star-Times* who had devoted his business life of 36 years to publication of the newspaper, taking over from his father who had acquired the original property in 1913.

It was the same old story which has seen the newspaper population dwindle from 2,600 dailies 40 years ago to some 1,800. That, in contrast to more than 3,000 stations (AM, FM, TV). Rising costs of labor and newsprint outstripped increases in revenue from advertising and circulation for the *Star-Times* for five successive years. Costs are still rising. The newsprint situation is critical.

Elzey Roberts was in the forefront of the radio-press battle of the '30's. He was chairman of the Radio Committee of the American Assn. of Newspaper Publishers during those furious days. He was a militant adversary. The battle over, with the recognition of radio as a legitimate news medium, Mr. Roberts in 1938 put KXOK together through a series of consolidations and became as staunch a protagonist of radio as any publisher in the nation.

The passing of the *Star-Times*—a victim of the economics of newspaper publishing—is most regrettable. Mr. Roberts' decision to remain in radio (*audible journalism*) and to continue his quest for TV (*audible and visual journalism*) reflects these changing times.

our respects to:

CHARLES VANDA

TELEVISION Assn. of Philadelphia can look forward to a very successful year with Charles Vanda as its new president. Mr. Vanda, who is vice president in charge of television at WCAU Philadelphia, has brought to television the same talents of showmanship and sense of commercial values which made him a stand-out in radio.

Since he went to Philadelphia last January to join WCAU, Mr. Vanda has made many outstanding contributions to television.

He created *The Big Top* for WCAU-TV, which made the station the first CBS-TV affiliate outside New York City to originate a live show for the network. He also developed *The Ghost Riders*, a cowboy-club program which now has 30,000 members. He started the first television breakfast club program, and also created Philadelphia's first local puppet show. The first TV dramatic daytime serial introduced in Philadelphia also can be credited to Mr. Vanda.

When Mr. Vanda joined WCAU-TV he immediately expanded its programming to midnight, and since then has added programs until 2 a.m.

"Up to that time," he said, "there seemed to be some sort of rule that television must shut down at 10 o'clock. I believe that television set owners deserve a better break than that. They're certainly entitled to good programming at a time when kids are asleep, and they can sit back and relax from the day's chores."

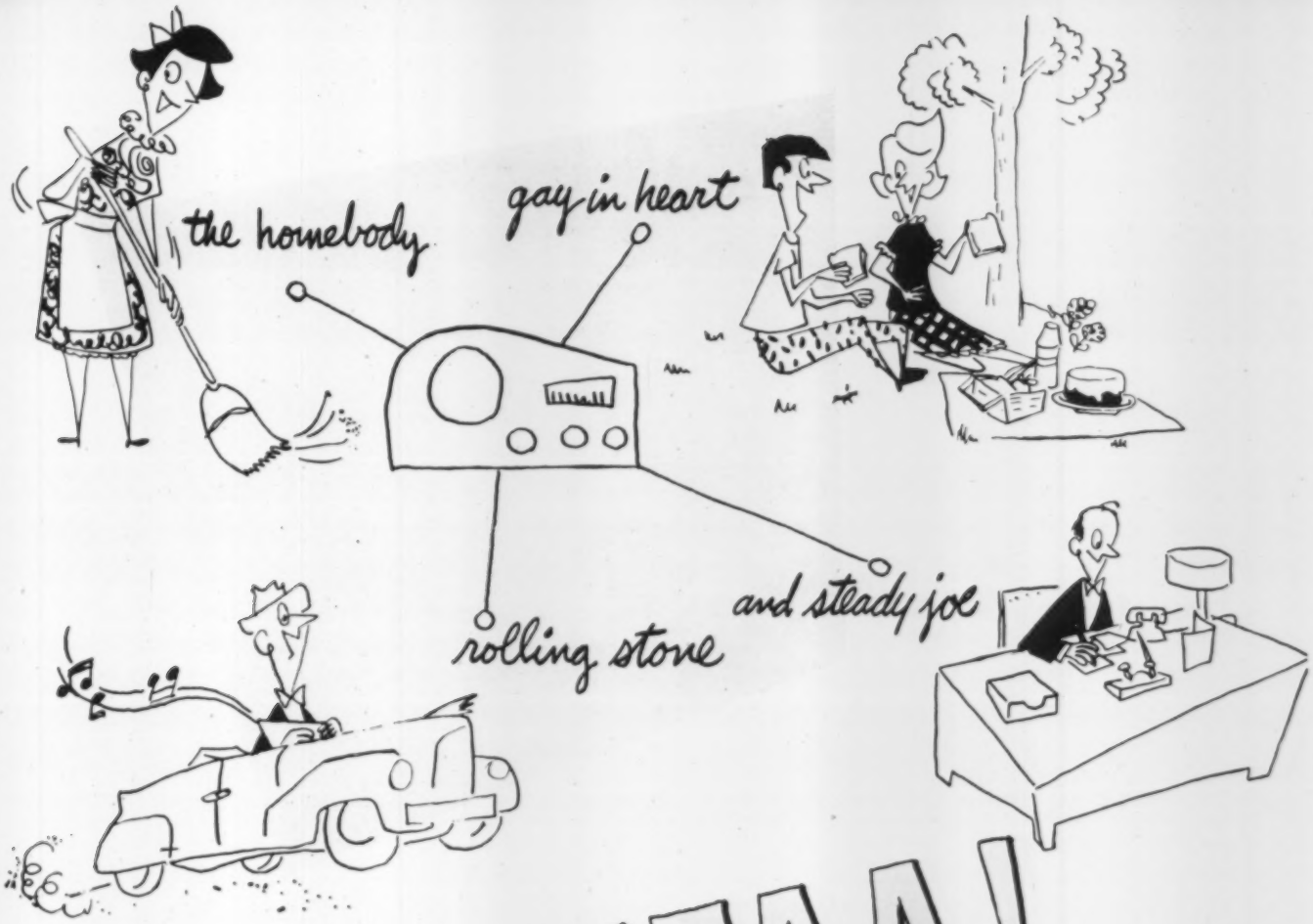
Mr. Vanda, originator of such top radio shows as *Suspense*, *Intrigue* and *Stars over Hollywood*, has had broadcasting experience which includes duties of publicity director, program director and writer-producer-director.

He first joined CBS in 1935, combining the duties of publicity director and head of the talent bureau. In the same year he was named western program director for CBS and held that position until he entered the service in 1942.

During the war, Mr. Vanda was chairman of the Four-Network Radio Committee, co-producer of the *This Is War* series, and was credited by the War Dept. with being the co-author of the entire plan of The Armed Forces Radio Service.

In Army Intelligence, Col. Vanda served in the Mediterranean Theatre. He is one of the few Americans to hold both the Order of the British Empire and the African Star. He also is a holder of the Legion of Merit from

(Continued on page 58)



all listen to WFAA!

Mr. BMB tells us there are more than a million of them! Think of it—a weekly audience of a million WFAA listeners means a million potential customers for your product. Customers with a stabilized income. For example, the DALLAS-Ft. Worth area alone is number one in retail sales among America's 19 major markets with populations from 500,000 to one million!*

And here is the bonus . . . within WFAA's primary radio coverage area which includes 180 counties in Texas, Oklahoma and Arkansas . . . radio homes have increased 49% since 1940! **More than 964,253 of those radio homes do not have television sets!**

Here are your potential customers . . . and the way to sell them is through WFAA!

*1950 Census—Consumer Markets—BMB

WFAA-820 50,000 watts NBC-TQN

WFAA-570 5,000 watts ABC-TQN

Radio Services of The Dallas Morning News • Martin B. Campbell, Gen. Mgr. • Represented Nationally by Edward Petry & Co.

front office

JAMES H. QUELLO, publicity and promotion manager WJR Detroit, appointed director of public relations and advertising. He will handle all local and national advertising for station.

Mr. Quello

HUGH MURPHY, manager of KWEM West Memphis, Ark., appointed manager Memphis office Paul H. Raymer Co., Inc.

HARTLEY L. SAMUELS and **ROBERT R. PAULEY** named account executives in sales department WOR New York. Mr. Samuels was sales director WFDR (FM) New York, and prior to that program promotion manager at NBC and assistant to program promotion manager, CBS. Mr. Pauley joins WOR directly from Harvard Business School, having received his M.B.A. degree this year.

BOB FREELAND, appointed station manager CKOM Saskatoon.

MERLE FORLAND appointed sales manager WPBC Minneapolis.

CHARLES FISH named to commercial department WPTZ (TV) Philadelphia. He was with Ziv Productions, N. Y.

LESLIE L. CARDONA appointed commercial representative for WCAU Philadelphia. He was with WRVA Richmond and WITH Baltimore.

TOM PETERSON, account executive John E. Pearson Co., Chicago, to sales development department CBS Radio Sales, Chicago.

JOHN H. PEARSON Co., Chicago, appointed national representative for WDUZ Green Bay, Wis.

NEWS—from BINGHAMTON, N.Y.

ABC

WENE

BINGHAMTON, N.Y. MARKET

NOW 5000 WATTS

CALL RADIO REPRESENTATIVES, INC.

HOWARD E. STARK, Radio and Newspaper Brokerage, has removed to new offices at 50 East 58th Street. Telephone: Eldorado 5-0405.

THE KATZ AGENCY, N. Y., named national representative for WMAL AM-TV Washington, effective July 1.

LOUIS WOLFSON, graduate U. of Miami, named account executive WTVJ (TV) Miami, Fla.

EDWARD PETRY & Co., N. Y., appointed national representative for KOTV (TV) Tulsa.

EDDIE BOND, salesman CHNO Sudbury, to sales staff of CHUM Toronto.

RALF BRENT resigns as sales manager WBBM Chicago. He is vacationing on Long Island.

JAY SEIBEL, program and promotion manager, WWOD Lynchburg, (Va.), to KGFJ Hollywood, as salesman.

TOM HORAN, NBC Chicago, transfers to sales staff WNBQ (TV) Chicago, replacing **GEORGE MORRIS**, resigned.

COLLIER WHITEHEAD appointed business manager WJHO Opelika, Ala.

TERRY MURPHY, account executive KSMA Santa Maria, Calif., to KIEV Glendale, Calif., in similar capacity.

TONY MOE, CBS sales promotion manager, CBS Hollywood moves to new offices in KTSL studios, Vine Street.

Personals . . .

ARTHUR HULL HAYES, CBS vice president and general manager KCBS San Francisco, visiting New York on network business. . . . **CHARLES C. BEVIS Jr.**, general manager KOA Denver, elected to three year term on board of directors of Denver chapter, American Red Cross. He was also named to board of directors of Denver-Rocky Mountain AAU Basketball Club.

ANSLEY COHEN, account executive WTMA Charleston, S. C., father of boy, Ansley III. . . . **AUSTIN HARRISON**, president and general manager KSWM Joplin, Mo., named outstanding young man of the year and presented the Joplin Junior Chamber of Commerce "Key Man" award. . . . **DONN B. TATUM**, newly-appointed director of television for ABC Western Div., and **FRANK SAMUELS**, recently resigned vice president and general manager of network Western Div., are in New York for conferences with ABC officials. Also on network business there are **FRAN CONRAD**, director of radio, and **AMOS BARAN**, radio sales manager for ABC Western Div. Mr. Samuels, upon his return to Hollywood, joins William Morris Agency in executive capacity. He will be succeeded at ABC by **ERNEST FELIX**, assistant treasurer of network.

ELEANOR WHITELAW, sales manager WJHO Opelika, Ala., asked to serve as state chairman for American Women in Radio and Television. . . . **HERBERT L. KRUEGER**, station manager WTAG Worcester, Mass., elected to executive committee of Southern Worcester County Health Assn.

WCAU DIVISION

AM, TV Sales Separated

Mr. deRussy

Mr. McGredy

SEPARATION of the sales staffs of WCAU Philadelphia and its companion station, WCAU - TV, was announced last week by Donald W. Thornburgh, president. The new alignment went into effect June 18.

John deRussy, a veteran of 13 years in Philadelphia radio and newspaper advertising, will head the AM sales staff.

Robert M. McGredy, whose experience spans 15 years in radio and newspaper advertising and agency work, will direct the sales staff of the TV division.

Mr. deRussy formerly was sales manager of KYW Philadelphia and has served on the advertising staffs of Philadelphia's major daily newspapers. He joined NBC National Spot Sales in 1944 and became manager in 1947. Mr. deRussy joined WCAU in May 1950.

Mr. McGredy is former sales manager of WTOP Washington and WPAT Paterson, N. J. He joined Broadcast Advertising Bureau in August 1949, as assistant manager and went to WCAU in May 1950.

mr. SALES MANAGER:

FEATURE your FOODS IN PHILADELPHIA..

with the KYW "Feature Foods" Plan! It's the plan that's giving food sales such a terrific jolt in eastern Pennsylvania and southern New Jersey. And it's not *only* a popular radio program on this 50,000-watt station. It's a ready-made merchandising package that wraps up and delivers the results you want! Just look at these big features of "Feature Foods"—

- POINT-OF-SALE CONTACT.. handled by a trained corps of food product merchandisers. Here's added strength for your sales organization, in a group that actually *gets orders* and promotes re-orders!
- PIN-POINT PROMOTIONS in top-flight stores. Retail cooperation is guaranteed.. not only in retail advertising by the stores, but in distribution of your literature.
- REGULAR REPORTS to advertisers. You get on-the-spot information as to distribution by districts, out-of-stock conditions, shelf position, product exposure, competitive products, rate of sale, and specific promotional aids.

No wonder "Feature Foods" is practically *SOLD OUT!* As this goes to press, 35 out of the available 36 participations are working for 18 of the nation's leading food advertisers. The odds are 35 to 1 that your product will be a sell-out too.. if you grab the telephone now and get in on the deal. Call KYW or Free & Peters!

KYW **PHILADELPHIA**
50,000 WATTS
NBC AFFILIATE

Westinghouse Radio Stations Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO — AMERICA'S GREAT ADVERTISING MEDIUM

McFARLAND BILL

'Same Status', Says House Group

ANSWER on Capitol Hill to what has happened to the McFarland Bill is that it is caught up in a unique Congressional stalemate of its own, invariably labeled "same status."

The Senate-passed measure (S 658) to streamline FCC procedures is bogged in the House Interstate Commerce Committee, headed by Rep. Robert Crosser (D-Ohio), whose interest lies in the railroad field.

According to discreet observers, the McFarland Bill is still riding a time-limitless express in committee and is no where near the end of the line.

With tongue-in-check, those most closely associated with the measure's "status" in the House now talk of a year's period rather than in months.

This legislation, which its author and sponsor, Senate Majority Leader Ernest W. McFarland (D-Ariz.), has pointed out repeatedly is greatly needed in the broadcast field, has been somewhat of an unwanted guest at the House committee since last February [BROADCASTING • TELECASTING, Feb. 12]. It reappeared at the committee a month later as an attachment to another bill.

The identical bill marked a prolonged visit at the committee during the 81st Congress when the Senate passed it twice with negligible opposition.

For the nonce, the committee reports its staff is currently working out the issues contained in the bill. The Commerce group was hard at work during the last Congress at the same task.

Hearings were held April 5-9, rested for a few weeks and ended on April 27, after radio industry, FCC and other government officials gave voluminous testimony.

The issues of the legislation as the committee workers see them fall into a triple-threat category. They include the problems of separating the Commission staff from the Commissioners in the handling of cases (in line with this, the functions of the staff as compared with other regulatory agencies); of renewals—should the burden of proof be on the licensee or on the Commission, and of anti-trust, i. e. the so-called "double jeopardy" provision.

It is understood that the committee staff will attempt to outline "alternative drafts" of a communications bill. Understandably this alone will encompass mental gyration.

Another fly in the committee's thinly spread ointment, which would grease the way toward House consideration of the McFarland Bill that is also supported by Senate Interstate Commerce Committee Chairman Ed C. Johnson (D-Col.), are the lack of political pressure for the bill and the ignorance of the "issues" as far as the committee members themselves are concerned.

Thus far, the McFarland Bill has been railroaded in Chairman Crosser's committee although it has taken a few trips from Senate to House. This buck-passing, observers see, may come to a rest sometime during this session of Congress which has more than a year to go.

Only then, they estimate, will some type of measure to update the Communications Act obtain a one-way ticket to the White House and become law.

CLEVELAND'S Chief STATION • WJW • CLEVELAND'S Strongest SIGNAL • WJW • CLEVELAND'S Chief STATION

WOOSOME TWOSOME

Chief Says:

"Double threat to housewive's heart . . .
Jockies Hines and Clifton;
With her money she will part,
For products they have pitched on."

The gals laugh with Hines . . . sigh with Clifton . . . and BUY! Let Cleveland's top personalities sell for YOU.

CLEVELAND'S Chief STATION

WJW

5000 W. WJW BUILDING

BASIC ABC CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

HILL COVERAGE

Government Network Asked

RADIO-TV coverage of Congressional sessions and committee meetings over nationwide networks owned and operated by Congress was proposed by the CIO last Wednesday.

The recommendation was registered before the Senate Executive Expenditures Committee by Paul Sifton, UAW-CIO national legislative representative. The committee is holding hearings on the Congressional Reorganization Act with an eye toward revision [BROADCASTING • TELECASTING, June 11].

The CIO proposal is similar to a bill introduced in the House last April [BROADCASTING • TELECASTING, April 16] by Rep. Arthur G. Klein (D-N. Y.). The union would have radio and television networks permitted to cover proceedings but would not require them to do so—a recommendation to that effect also is contained in Rep. Klein's measure.

Stating that "thorough coverage of the people's business is in order," Mr. Sifton said the danger is upon limitation in radio-TV coverage of public affairs.

According to Mr. Sifton, "The Federal Communications Act states that the air belongs to the people forever and that licenses are to be issued 'in the public interest, convenience and necessity' for limited periods with no accruing right to any channel."

He told Senators that danger was inherent in "heavily cut versions framed in editorial comment and commercial advertising" in making reference to commercial radio and television access to proceedings.

In addition to this commercial aspect, Mr. Sifton scored the "growing news monopoly in hundreds of one-newspaper towns with interlocking control of radio stations" as contributing to a "brown-out" or lack of information for the citizen.

JOB-JUMPING

Bennett Bill Introduced

A JOB-JUMPING bill has been introduced in the House. It is similar to a Senate version (S 1571) introduced a fortnight ago by Sen. Pat McCarran (D-Nev.) [BROADCASTING • TELECASTING, June 11].

The House bill (HR 4389) was placed in the hopper by Rep. Charles E. Bennett (D-Fla.). It would bar a federal employe from taking employment with any person or firm on whose case he had been working in his government capacity. The Bennett Bill would place a two-year limitation, i.e., prohibit such job taking for two years following termination of government employment.

Rep. Bennett's legislation would prohibit "oral communication advocating or advising with respect to the outcome of an adversary proceeding" within a governmental agency unless all parties concerned received the communication. Similar procedure would apply to written communications.

Time limitation in the McCarran Bill would exempt any person whose appointment ceased or terminated with the agency two years before the measure becomes law.

At the same time, the Senate Judiciary Committee, of which Sen. McCarran is chairman, has approved a Senate bill (S 17) that would set up a board made up of congressmen, an assistant attorney general, the head of an independent agency, chief judge of a judicial circuit, dean of a law school and a practicing lawyer, to study what rules of practice and procedure should be followed by federal agencies. In particular, the board would consider judicial proceedings for the enforcement or review of agency action.

FCC PROBE PLAN

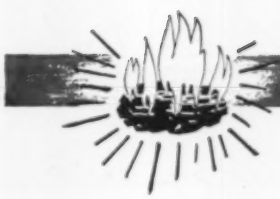
Rep. Kearney Explains

BROADCASTERS were behind the "request" resolution introduced by Rep. Bernard W. (Pat) Kearney (R-N. Y.) last May to set up a select committee to investigate the organization, personnel and activities of the FCC, the Congressman acknowledged last week.

Rep. Kearney told BROADCASTING • TELECASTING that the status quo of his resolution, still pending in the House Rules Committee, has not changed. The Congressman said that until the broadcasters involved "come forward" with evidence in connection with Commission personnel, the prime target of his resolution, he could not press for committee clearance.

It had been reported that the resolution would be bottled in committee since it was introduced "by request" and was aimed at FCC reorganization that set up the Broadcast Bureau. Apparently all parties involved were satisfied [CLOSED CIRCUIT, May 14; BROADCASTING • TELECASTING, May 14, 7].

NEWS AND VIEWS OF COAL



A MONTHLY REPORT TO EDITORS

COAL INDUSTRY SETS ALL-TIME PRODUCTIVITY RECORD.

The average output of the American coal miner has now reached nearly seven tons of coal per man-day—setting a new productivity record and establishing coal as one of the leaders in making efficiency gains among all American industries. No other mining industry, and few industries of any type, can match the 8% gain in productivity made by coal in the past two years, or the over-all 30% gain made in the past ten years. This has been done through mechanization and mass production techniques—assuring America of a dependable supply of her most basic fuel, bituminous coal.

ROOF BOLTING MAKES COAL MINING SAFER—INCREASES PRODUCTION.

Slender steel rods tipped with expansion bolts are rapidly replacing or supplementing the traditional heavy timber supports in America's coal mines. These roof bolts pierce the mine roof and actually bind together the overhead layers of rock—reinforcing the mine roof with all the strength inherent in laminated construction. The working area in roof-bolted mines is usually unobstructed by timbers, and output per man in these mines has increased an average of 30%—one more example of the ingenuity and progressiveness that make America's coal mines the most productive in the world.

STEEL PRODUCTION BOOSTED BY BETTER QUALITY COAL.

Research has developed new and better ways of preparing coking coal that greatly reduce its ash content. This has been largely responsible for the steel industry's recent, steady production at over 100% of rated capacity. Coke from low-ash coal heats the iron faster in a blast furnace and helps convert it into steel more quickly. Thus the same steel-making facilities can now turn out more steel than ever. Today the coal industry's modern preparation plants are producing better coal for all its customers. One ton of this better coal when used under modern boilers generates as much power as three tons did a relatively short time ago.

COAL WORKS TOWARD NEW SAFETY RECORD.

U. S. Bureau of Mines safety figures for the first quarter of 1951 show that the coal industry is well on its way to setting another new record in safe mining. Heavy investments in safety measures, an active educational program, plus wholehearted cooperation between miners and management have made this constantly improving safety record possible. The result is that, today, coal mining is twice as safe as it was just ten years ago.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

Our Respects to

(Continued from page 52)

the United States.

Mr. Vanda produced and directed many top CBS commercial shows, including *Jesse Lasky's Gateway to Hollywood* and *The Victor Moore-Mary Martin Show.* His program, *The Sea Has a Story*, with Pat O'Brien, achieved the highest sustaining rating in CBS Hollywood history.

In 1946 Mr. Vanda left CBS to freelance in writing and directing and to do experimental work in television. He produced, directed or had written scripts for programs which include: Victor Borge-Benny Goodman (1946-47); *Rogues' Gallery* (1947); *The Saint* (1948) and *Abbott and Costello* (1947-49).

Mr. Vanda also has produced, directed or written hundreds of broadcasts such as the George Gershwin Memorial Concert; more than 30 programs from the Hollywood Bowl; Red Cross, U. S. O. and other super-productions involving as many as 40 stars and 700 people in one show.

Mr. Vanda believes that writing is of major importance in television. "I have heard too much television dialogue of the casual, off-the-cuff type," he said. "It seems as if what is being said isn't too important as long as something—anything at all—is being said. We have a greater challenge in good writing than in good actors. A bad actor may occasionally ruin a good line, but a bad line will always ruin a good actor."

Born in New York City, Mr. Vanda is a graduate of the School of Journalism of City College of New York. He married the former Shirly Bergman Dec. 18, 1943. They have two children, Bruce Peter, 7, and Luiza Jo, 5. His hobbies are filming and fishing.

Besides his membership in the television Assn. of Philadelphia, Mr. Vanda is also a member of the Poor Richard Club, Academy of Radio and Television Arts and Sciences, Masquers Club of Hollywood, past president of the Radio and Television Directors Guild and American Federation of Musicians. He lives in Elkins Park, Pa., but still maintains his home in Hollywood.

Miss Megargee Married

MARCELLA ANN MEGARGEE, vice president of WGBI Scranton, Pa., was married June 16 to Douglas M. Holcomb, of Milwaukee, in a ceremony performed at St. Paul's Catholic Church, Scranton. Mrs. Holcomb is the daughter of Mrs. M. E. Megargee, WGBI president and widow of Frank Megargee, founder of the station. Mr. Holcomb is basketball coach and director of sports publicity at U. of Scranton.

*HALF A MILLION PEOPLE

...under our Broadcast Umbrella!

KTBC serves 62 counties both day and night!

BUT . . .

KTBC rates are based on ONLY the 20 counties that comprise Austin's Trade Area in which live

*510,179 people!

"The Strongest Voice in the Capital of the Biggest State"

KTBC

CBS
LSC
5000 Wls
590 kc

Austin, Texas

The O. L. Taylor Company—National Representatives

BUILDING ON THE AIR

NAHB Pinpoints U. S. With News Programs

FOR an industry that ranks among the largest in the United States, home building had been slow to project its own headlines beyond printed media to the airwaves of the nation's stations.

In the first organized effort to tap the mushrooming home building market, the National Assn. of Home Builders came up with a weekly news program, *Housing Headlines*, for the benefit of its 21,000-plus member groups and the average listener.

The series, which got underway in May, has slowly gathered momentum—stations as well as participating sponsors—and recognition with programs that now geographically pinpoint most sections of the United States.

One of the guiding lights behind the NAHB's radio campaign was R. G. Hughes, owner of KHUZ Borger, Tex., and president of KLYN Amarillo, Tex., himself a member of the trade association. The association has chapters in 171 cities.

The format is devoted exclusively to news of housing developments,

Mr. Batchelder interviews Carl Laus (r), director of NAHB's Technical Services Dept., about new designing trends on Housing Headlines. *Janet Dunlap, NAHB radio director, looks on.*

* * *

industry and Congressional, and is handled by John Batchelder for some 30 U. S. stations on transcription. Sponsors who have contracted for the program range from realtors and builders to lumber firms, many of whom have received the program enthusiastically, according to NAHB.

The show is designed to apprise builders and the average listener of such government actions as those dealing with taxes, building codes, priorities, and topics relating to prize-winning designs, color decorations and exhibits.

Stations now carrying the series include:

KLEE Houston; WRR Dallas; WHKC Columbus, Ohio; KFRC San Francisco; KTXL San Angelo, Texas; WSAY Rochester, N. Y.; KTIM San Rafael, Calif.; KWFT Wichita Falls, Tex.; WFBM Indianapolis; WMBG Richmond, Va.; WKJG Fort Wayne, Ind.; WSIX Nashville; KPOJ Portland, Ore.; KLYN Amarillo; WHLN Harlan, Ky.; WGBS Miami, Fla.; KFEL Denver; WSLI Jackson, Miss.; KHUZ Borger, Tex.; KCUL Fort Worth; KOMO Seattle; KSJO San Jose, Calif.; KSMO San Mateo, Calif.; KTSM El Paso; WERE Cleveland; KVER Albuquerque, N. M.; WHIO Dayton; WFBR Baltimore; WLIP Kenosha, Wis.

DON LEE RATES

To Be Cut July 1

DON LEE BROADCASTING SYSTEM, Hollywood, will make substantial cuts in its time costs effective July 1, according to Ward Ingrim, vice president in charge of sales.

They include a 10% reduction for units of five minutes or more from 1 to 10 p.m. Sunday through Saturday; 12-6 p.m. Sunday reduced from ⅔ to ½ of the evening rate; 10-10:30 p.m. reclassified from evening to daytime rate, and the dollar volume requirements for discounts reduced from $600 to $540 for each 2½% up to the allowable 15% maximum.

In dollars and cents, Mr. Ingrim said, the reduction means that Don Lee's Class A 6-10 p.m. evening hour will be slashed from $3.000 to $2.700. The Monday through Saturday 1-6 p.m. time will go from $1,500 to $1,350 per hour. Sunday time, 1-6 p.m., will be cut from $2.000 to $1,350 per hour. The 10-10:30 p.m. period will be reduced from $3.000 to $1,500 per hour.

Mr. Ingrim, in a letter to advertisers, stated:

Don Lee Network audiences have increased an average of 17% at night and 16% during the day since the first quarter of 1949 according to comparative Neilsen ratings.

During this same period, 11 of the 45 Don Lee stations have had power and/or frequency improvements while network costs have mounted steadily. Ordinarily these facts would justify a rate increase. Other major networks, however, have felt it expedient to reduce certain of their rates so we have decided to adjust ours to parallel theirs.

WMEX AFFILIATES

Joins Liberty Network

WMEX Boston became the 400th station to join when it became an affiliate of the Liberty Broadcasting System network June 11. With the acquisition of the Hub station, Liberty now covers 45 states.

Further expansion of the network to include all 48 states is expected within 30 days when stations in Maine, Vermont, and New Hampshire are due to join the fold, Gordon B. McLendon, LBS president, predicted.

WMEX, 5 kw, is owned by the Northern Corp. General manager is William S. Pote and program manager, John E. Reilly.

She's going to drink an atomic cocktail!

There's radioactive iodine in the odd "cocktail" this woman is about to drink.

Tomorrow, doctors will survey her with atomic instruments—and be able to tell if she has thyroid trouble!

Radioactive elements (called isotopes) are proving to be the greatest detectives in medicine. These "hot" atoms detect thyroid trouble, cancer, tumors, even leukemia!

Hospitals all over the country are calling for isotopes. But the "hot" atoms don't stay hot for long. They must be delivered at top speed to be effective!

That's why, when shipping isotopes, drugs, and important chemicals, hospitals always prescribe the fastest possible method. They ask for Air Express!

Whatever your need or business, here are the unique advantages you can enjoy with regular use of Air Express:

IT'S FASTEST — Air Express gives the fastest, most complete door-to-door pick up and delivery service in all cities and principal towns, *at no extra cost.*

IT'S MORE CONVENIENT—One call to Air Express Division of the Railway Express Agency arranges everything.

IT'S DEPENDABLE — Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery.*

IT'S PROFITABLE—Air Express expands profit-making opportunities in distribution and merchandising.

For more facts call Air Express Division of Railway Express Agency.

AIR EXPRESS

GETS THERE FIRST

CHILD VIDEO SURVEY

Which Programs Do Children Prefer?

DOES a first grader have definite television tastes? If so, which programs does he or she prefer? A sixth grader? A 12th grader? Which shows are more popular with boys? With girls?

Tom C. Battin, instructor in radio at the U. of Michigan, Ann Arbor, has just completed a survey which answers these questions.

Mr. Battin, who conducted the voluminous survey as his doctoral dissertation, sampled the tastes of grade school students in Ann Arbor public and parochial schools. Length of set ownership was the controlling factor in selecting the pupils to be surveyed.

Altogether, some 6,000 boys and girls in 16 schools were tested. Each was given a seven-day diary to take home and record all television viewing for every 15-minute period he was watching TV programs.

Of the total distributed, 900 diaries or 77% were returned. These diaries represented the time patterns of viewing for each pupil for each day, the types of programs viewed, program popularity and the size and composition of the audience. Interestingly, it revealed also the per cent of children who viewed alone.

Because of school and early bedtimes, televiewing time was figured at 66 hours. During these hours, a total of 385 programs were available.

Most popular programs viewed in grades one-six among boys were *Lone Ranger, Hopalong Cassidy* and *Movies For Kids.* Among girls in this grade group, the most popular programs were *Lone Ranger, Mama* and *Movies For Kids.*

For the upper grades, seven through 12, most popular programs for both boys and girls of that group were *Godfrey's Talent Scouts, Texaco Star Theatre* and *Toast of the Town.*

Majority of pupils readily admitted that for the first four or five months that they had sets, televiewing interfered with almost every other activity. After the novelty had worn off, however, and viewing patterns were formed, such activities as reading and movie attendance returned.

Many of the boys and girls in the 4th-12th grades indicated that some programs helped in their school work. Plays made literature more familiar, science became more understandable, and some pupils even had an interest in art stimulated.

Mr. Battin has an answer for those who criticize television's effect on children. "If we talk about the so-called evils of TV and what a monster it has turned out to be relative to our children, then we must examine the other media too.

"If we do, we find the so-called evils also exist in the types of movies children see, in the radio programs they listen to and in the comic books they read. In all these media we will find the same kind of materials and programs as we find in TV programs."

Mr. Battin feels that from this survey, "It is possible to assume that our boys and girls know what they want on TV, and after having a set for a few months they definitely become hyper-critical of programs that are telecast.

"It is evident," Mr. Battin added, "they use the medium as intelligently as the programs permit them to use it."

N:B:

On different occasions.. and in widely separated areas.. an unidentified person representing himself as a "vacationing employee" of one of The Westinghouse Radio Stations, through using the old dodge of asking someone for an introduction to a "bookie" so that he could place bets on races, has succeeded in victimizing the persons contacted.. in one case to the extent of $800.00.

We are embarrassed by this unauthorized, highly-improper use of our name and call this to everyone's attention so that they may be on guard against swindles.

WESTINGHOUSE RADIO STATIONS Inc

WBZ · WBZA · KDKA · WOWO · KEX · KYW · WBZ-TV

AF CONTRACT

Signed With Chromatic Labs

CHROMATIC Television Labs, New York, which developed the color cathode ray tube inventions of Dr. E. O. Lawrence, U. of California Nobel Prize winner and inventor of the cyclotron, has signed a new research and development contract with the Air Force, Richard Hodgson, president, has announced.

With the company's activities on military research programs increasing in the last few months, Mr. Hodgson said research was now under way on applications of color cathode ray tubes and general electronic equipment projects. Plans were announced recently for production of 16 and 21-inch, direct-view, tri-color Chromatrons and all-purpose color TV receivers [BROADCASTING • TELECASTING, June 4].

Chromatic, with an engineering development staff operating its New York laboratories, he said is continuing to add research personnel for work on the West Coast. The company is a subsidiary of Paramount Pictures Corp.

VIDEO COVERAGE

CBC Chairman Bares Costs

TO ESTABLISH television transmitting stations across Canada and give kinescope recordings at the various stations would cost between $18 and $19 million, A. D. Dunton, chairman of Canadian Broadcasting Corp., told the Canadian Senate Finance Committee at Ottawa June 7. This would include establishment of stations at major centers and give TV coverage to about half of Canada. He pointed out that coaxial cable or radio relay stations for TV would be very expensive.

Discussing the Toronto and Montreal installations now being built, he stated Toronto would be ready about next January and Montreal later in the year, dependent on construction materials. The CBC had no way of knowing how it might do financially with television.

JUNE 25, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

"SURE-FIRE SALES FORMULA: WOMEN SELLING WOMEN ...THROUGH TELEVISION"

That's the title of the new Petry TV Report on the Woman's TV Program today.

It shows how these programs have rocketed into prominence.

It shows how they work and how they sell.

So call or write for your copy of this Report at once, and schedule your advertising on the hard-selling Women's Programs aired over these TV stations.

WSB-TV ....Atlanta
WBAL-TV .....Baltimore
WNAC-TV ..... Boston
WFAA-TV ..... .Dallas
KPRC-TV ..... Houston
KFI-TV .....Los Angeles
WHAS-TV .....Louisville
KSTP-TV ....M'p'l's-St. Paul
WSM-TV ..... Nashville
WTAR-TV ..... Norfolk
KPHO-TV ..... Phoenix
WOAI-TV .....San Antonio

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EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

"Unlocking words..."

The most modern method of teaching small children to read—the method by which new teachers are trained at Millersville State Teachers' College—was recently featured on "MSTC Presents" on WGAL-TV. Every other Sunday afternoon at three o'clock, living rooms in the WGAL-TV area become schoolrooms for one-half hour. Hundreds of adults learn broadening, worthwhile facts about today's living, are taught new, helpful, skills. Professor George Anderson of Millersville State Teachers' College is the moderator on these educational telecourses which have covered such subjects as: a series on the use of the slide rule; a program on leatherworking; a demonstration and instruction period in carving; a program on linoleum cuts. Wide public interest, in this one of many community service programs carried on WGAL-TV, is evidenced in the fact that after each show the station receives an average of 180 requests for a copy of the complete program proceedings.

WGAL·TV

LANCASTER, PENNA.

A STEINMAN STATION • Clair R. McCollough, Pres.

NBC TV-AFFILIATE

WGAL AM TV FM

Represented by

ROBERT MEEKER ASSOCIATES Chicago • San Francisco • New York • Los Angeles

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JUNE 25, 1951

BROADCASTING • TELECASTING
$7 annually, 25c weekly

ALLOCATION DEADLOCK

FCC Mulls Shortcut Proposals

PUTTING ASIDE for the present its earlier proposals for a partial lifting of the television freeze, FCC last week informally surveyed Washington attorneys for views on proposals to shortcut the forthcoming lengthy hearing on city-by-city allocation proposals and to expedite the overall lifting of the three-year-old allocation deadlock [BROADCASTING • TELECASTING, June 18].

Climax is expected this Thursday (June 28) as the Commission hears oral argument on the fundamental legality of its policies of a fixed allocation plan by rule-making procedure and reservation of noncommercial educational channels.

Support appeared to be growing in the industry for some plan to boil down the lengthy city-by-city hearing, to begin July 9, and to expedite an overall thaw on grants for new TV stations.

Westinghouse Files First

Westinghouse Radio Stations Inc., reportedly the first to file a formal suggestion on the subject, last Thursday petitioned the Commission to accept its direct presentation at the city-by-city hearing in written form. WRS stated, however, its witnesses would be available in person for cross-examination if necessary and asked the same privilege of other participants.

The Federal Communications Bar Assn. is understood to be planning a similar suggestion.

Inside the Commission, staff members predict the freeze can be virtually guaranteed a thawing at year's end if the industry comes forth with a workable compromise to settle the allocation wrangle without extensive oral hearings and court litigation.

In declining to proceed "at this time" with its proposals to partially lift the freeze, the Commission explained its decision was because of conflicts in comments filed by various allocation proceeding participants and because of conflicts with respect to policy issues such as educational reservation and allocation legality.

FCC at the time of announcing its revised TV allocation plan [BROADCASTING • TELECASTING, March 26] had proposed, unless prevented by "conflicts," to (1) lift the freeze with respect to granting new stations in the U. S. territories, (2) lift the freeze on new UHF stations in the U. S. where applications were filed, and (3) lift the freeze on granting power boosts to certain existing VHF stations.

According to informed Commission sources last week, however, FCC may still consider acting on one of the three proposals—granting power boosts to some existing VHF stations—after the oral argument on allocation legality.

It was not known last week how many parties plan to participate in the oral argument this Thursday, although some observers seemed to feel a good cross section of the industry would be represented. CBS reportedly filed the first appearance and plans to support the fixed allocation as well as the lawfulness of the educational reservation.

In order to participate in the oral argument, notice of appearance must be filed with the FCC today (Monday).

FCBA, whose petition in part was responsible for scheduling of the argument, is expected to present the main challenge to the legality of the FCC plan. FCBA itself, however, is not expected to attack the legality of the educational reservation although some individual attorneys may do so.

According to indications last week, FCBA is expected to suggest methods to shortcut the final phase of the allocation proceeding whichever way the Commission may rule on whether or not its fixed allocation by rule-making is allowed by the Communications Act.

Even if the fixed plan were modified into an informal allocation guide—which most feel is necessary to prevent unlimited chaos—some form of further hearing will be necessary to settle this plan, it was pointed out.

FCBA Unit Meets

The FCBA Rules and Procedures Committee met late Thursday to consider shortcut proposals, but no firm suggestion was agreed upon, it was reported. The group's Executive Committee is expected to shape up a firm presentation on this matter early enough this week so that it can be given to the Commission at the oral argument.

Meanwhile, the oral argument to settle the allocation policy issue seemed to please Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, which shapes communications legislation. Sen. Johnson expressed his favor of the argument in a letter Monday to FCC Chairman Wayne Coy, sent upon receipt of Chairman Coy's brief letter notifying the Senator of FCC's plan to hear the divergent views.

Chairman Coy's message, dated June 15 and stating simply that a copy of FCC's order scheduling the oral argument was enclosed, was believed to constitute the Commission's only answer for the present to Sen. Johnson's June 1 letter questioning the allocation legal issue [BROADCASTING • TELECASTING, June 11].

Commending the Commission, Sen. Johnson last week wrote, "I am sure the public will benefit from your wise and expeditious action in this matter." He continued:

Immediately after I released my letter to the public, the confused selfish bleatings of some "gloom spreaders" tended to convey the impression that disposition of the legal objections would unduly delay the lifting of the "freeze." It was for this reason that I was most gratified in reading in the Commission's Memorandum Opinion and Order that:

"It should be particularly noted by all interested parties that the Commission does not presently contemplate that the holding of this oral argument will result in any substantial delay in the commencement of such further proceedings in this matter which may appear appropriate after the oral argument."

I had in mind to save time and not

(Continued on page 76)

PROGRAM NEEDS

Johnson, Coy Give Views

TELEVISION station operators took a cold, objective look at their programming Friday at an all-industry meeting held in Washington under NARTB auspices. What they found was not all good, and not all bad, but they agreed on the need for constant observation and improvement.

Aiding the telecasters in their one-day introspection were Sen. Edwin C. Johnson (D-Col), chairman of the Interstate & Foreign Commerce Committee, and Wayne Coy, FCC Chairman.

Sen. Johnson, speaking in friendly sincerity, said he was not worried about television programming when he found station operators working out their problems in an all-industry program workshop session.

Chairman Coy warned of danger signs appearing on the horizon. He applied Blue Book program standards to television and called on stations to take an active role in community affairs. He urged them to take a firm editorial stand on public issues while presenting both sides to viewers.

A set of TV program standards adopted by NBC was presented to the Friday meeting by Charles R. Denny, executive vice president of the network in behalf of Joseph H. McConnell, NBC president (see early story page 27).

Coy Gives Analysis

Chairman Coy offered an analysis of TV programs based on a composite week in 1950. Dr. Kenneth H. Baker, NARTB research director, presented preliminary results of a somewhat similar NARTB poll of program logs for a recent week, with results not far apart.

FCC found the average station devoted 0.9% of its time to religion, 3% to education and 3% to discussion, a total of 6.9% for these categories.

Dr. Baker reported the average station, on the air 5,000 minutes a week, devotes 6.2% of its time, or five hours, to educational, religious and forum-discussion types of programs.

The NARTB study applied "rigid definitions" to educational programs, excluding as educational "such obviously informative programs as news, special events, farm programs, weather reports, etc." The analysis covered 78 stations representing 55 of the 63 markets having TV.

An average of 3.2 announcements (spots) per hour is presented by the average station, Dr. Baker found, or 267 out-of-program announcements every seven days.

Robert D. Swezey, WDSU-TV

(Continued on page 72)

FAIR TRADE PARLEY

Revives Color TV Controversy

COLOR TV erupted as a bitter issue again last week—this time before the Federal Trade Commission—as manufacturing, dealer and trade representatives convened in Washington to discuss new proposed trade practice rules for the radio and television industry.

The one-day conference last Thursday was held under the auspices of the commission and at the request of the Radio-Television Mfrs. Assn. and other groups with the purpose of laying the basis for new rules to be extended to television practices.

Concrete proposals were laid before FTC by RTMA, the National Television Dealers Assn., National Appliance and Radio Dealers Assn., National Electronics Distributors Assn. and the National Assn. of Cathode Ray Tube Mfrs. FCC sent two staff members who attended as observers.

The colorcasting issue was projected during the discussion on the basis of an RTMA proposal that "advertisements . . . stating, purporting or implying that any television receiving set can be adapted to receive color broadcasts in black and white which do not also state that the resulting black and white picture gives materially less picture detail than a standard black and white broadcast picture, if such be the fact," be adjudged an unfair trade practice.

Salant Questions Meaning

Recitation of the suggestion drew a comment from Richard Salant, of the law firm of Rosenman, Goldmark, Colin & Kaye, CBS counsel, that the language was ambiguous and meaningless. He asked for an interpretation.

Glen McDaniel, RTMA president, explained that "if you represent that black and white of the field sequential color system is the same as that of monochrome transmission," the advertising would be questionable. As a matter of fact, Mr. McDaniel stated, the black and white picture from the field sequential system "has 60% fewer dots and is inferior."

"The public is entitled to know the difference," he added.

Mr. Salant also was involved in a verbal exchange with Ben Abrams, president of Emerson Radio & Phonograph Corp. and chairman of the special RTMA trade practices committee.

Charges Picture 'Degraded'

In an obvious reference to the approved CBS color system, Mr. Abrams held that the black and white picture resulting from a set adapted to color broadcasts is "degraded" and said that the FCC decision in the CBS-RCA color fight recognized this. Mr. Salant insisted that the Commission's findings pointed up that the picture was an "acceptable" one and that the degradation was such as that involved in any black and white picture received from color transmissions over coaxial cable.

Mr. McDaniel was accompanied at the session by James Secrest, RTMA general manager; John W. Van Allen, association's general counsel, and Mr. Abrams. Representatives from Philco Corp., Allen B. DuMont Labs and other firms also attended. Harry Butz, FTC attorney, and Paul W. Cameron, assistant chief, Trade Practices Conference Division, presided.

The one-day session closed on an agreement that FTC's staff would compile a summary of the various suggested rules and comments and send them to interested parties for their consideration. Another conference was indicated within the next two or three months.

FCC was represented by Arthur Scheiner, Broadcast Bureau, and Wilmar Roberts, Office of Chief Engineer. On behalf of the Commission, Mr. Scheiner stressed the importance of proposals to cover possible misrepresentation on color TV and UHF and emphasized the interest of FCC in this phase [BROADCASTING • TELECASTING, June 18]. Copies of the FTC staff compilation were requested with the statement FCC may submit further comments.

FTC Chairman James Mead opened the meeting by stressing the radio-TV's relationship with theatre, athletics and other fields, all of whom "have felt the impact of this growing industry." He stressed the need for "rightful guidance, exercise of prudence and adoption of sensible rules. Chairman Mead also noted TV's great growth and the promise of continuing expansion with possibility of some 2,000 UHF-VHF stations in 1,200 new communities in the future.

RTMA Reservation

Mr. McDaniel explained that, in submitting suggested rules, RTMA reserves unto its members the right to change its opinions. Since RTMA is a trade association, it cannot "bind its members," he noted, adding that some issues are necessarily controversial and that RTMA is unable to speak for dealers and distributors.

RTMA would describe a "television broadcast" set as one capable of receiving both bands of VHF and UHF. Mr. Salant had proposed two categories be set aside, one to include provision for color. Mr. Abrams claimed that a set could be considered a TV receiver if it receives at least one band.

Rules proposed by RTMA underscored these as unfair trade practices:

- Use of marks, brands, advertisements or any other representations which are, directly or indirectly, "false, misleading or deceptive."
- Offering for sale and distribution radio, TV and FM sets, parts or accessories under practices which tend to mislead or deceive the public.
- Failure to disclose exact bands of frequencies which the sets are capable of receiving "with reasonable or adequate consistency."

Ad Prohibitions

RTMA also would prohibit advertisements which, for lack of basis as truth, state or imply that AM-FM-TV sets (1) can receive distant stations or foreign transmissions, (2) are not subject to interference or static, (3) are capable of "more consistent or satisfactory reception;" (4) possess a certain tube capacity when "one or more of the tubes are dummy or fake..."

With respect to use of adapters, Mr. Abrams felt that the public should not be misled into thinking that it can buy plug-in adapters and expect black and white pictures. "The set will have to be rewired and will cost money. We want to avoid the misunderstanding that an adapter will give the purchaser color and that it will be cheap."

Mr. McDaniel said he had noticed advertisements for color converters claiming they will convert up to a 20-inch tube with a disc mechanism but that actually only 10 inches of the color picture would be attained. He stressed the dif-

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THEATRE TV NO KNOCKOUT . . . . . AN EDITORIAL

MUCH OF the comment aroused by the Louis-Savold closed-circuit telecast in nine movie houses has been as addled as Mr. Savold was at the moment he was dumped by Mr. Louis.

People are saying that theatre television will become the rage and that if commercial telecasters want to broadcast a fight they will have to make a match between two of their page boys.

It isn't so. And even if it were, what would commercial telecasters be losing if they didn't get the rights to some sports events?

No matter how giddy they are over the box-office success of the Louis-Savold bout, theatre managers cannot possibly undertake a sports schedule of such frequency as television can accommodate. For one thing, there are not very many sports events that command as much public interest as a fight made by Mr. Louis. We don't think many cash customers will pay theatre admission prices to watch a couple of unknowns waltz around a ring.

Now suppose theatres do grab up the TV rights to outstanding events, the World Series, for example. (The Series, of course, are tied up for the next six years by Gillette, so theatres will have to wait for that feature.) It would be a Godsend to telecasters if somebody else did pick up the tab for the baseball event, because they have had to pay Gillette large sums to broadcast the games.

The loss of the World Series to theatres would constitute a net financial gain to commercial telecasting. The loss of the few other important sports attractions that occur during a year would not mean a significant loss in revenue, since almost all the time thus freed, probably all of it, could be sold for other programs.

The only element that stands to lose money by theatrical usurpation of televised sports is, unfortunately, the public. Those people who bought television sets in the expectation of seeing their favorite sports on the air are not going to be pleased if, instead, they have to buy their way into the show at their neighborhood theatre. It is just possible that some of those people will refuse to pay again for something they figure they already paid for, in which case the box-office receipts will not justify a continuation of theatre television.

It seems to us that the theatres are invading an area where they have no reasonable business. They would do well to consider the possibilities if the situation were reversed. We daresay a theatre manager would holler for help if some enterprising telecaster put up a large-screen TV set on, say, a parking lot near his theatre and admitted the public free to see the regular evening TV programs.

The television system in this country was founded on the same principles that have made American radio the biggest and most successful broadcasting system in the world. The presence of radio sets in 96% of all U. S. homes demonstrates that the people favor this system. We doubt that they will desire a television technique that is diluted by box-office TV, either in theatres or in the home.

The retail price of a radio or a television set should be the total admission charge to all the programs on the air.

CAPITOL TELECASTS

Debated at ATS Meet

WHETHER telecasting the proceedings of trials and Congressional hearings is actually in the public interest was debated pro and con last Monday by four authorities whose expressed views varied from positive stands of "yes" and "no" to less-certain "it all depends."

Speaking at the final luncheon session of the American Television Society for the 1950-51 season, held at New York's Hotel Roosevelt, Jack Gould, radio editor of the *New York Times*, voiced a strong affirmative opinion. Simon Rifkind, former federal judge who currently is serving as special counsel to the All Industry TV Per Program Committee, came out with an equally emphatic negative vote as far as court cases are concerned, tempered with a slight "maybe" for Congressional hearings. Margaret Webster, noted actress, director and producer, teetered between the extremes, and Rudolph Halley, who became a ranking television personality through his performance as chief counsel of the Kefauver Senate Crime Investigating Committee, argued vigorously for the admission of video cameras into Congressional hearing chambers, less strongly for their presence in the country's courtrooms. Lloyd Paul Stryker, noted criminal attorney, who was to have spoken, was detained in court and could not appear.

Preceding the discussion, which was broadcast by WNYC New York but not telecast as had been originally planned, results of the election of ATS officers and directors for the coming year were announced by the election chairman, Halsey Barrett, sales executive of DuMont TV network.

Seebach Elected

Jules Seebach, vice president of WOR-TV New York, was elected ATS president. Warren Caro, executive secretary of the Theatre Guild, was chosen vice president. Claude Barrere, program representative, was named secretary and Arch Braunfeld, accountant, was elected treasurer.

ATS board for coming year includes: F. Ralph MacFarland, division commercial manager, AT&T; Glenn Gundell, director of advertising, National Dairy Products Corp.; Carl Haverlin, president, BMI; Eugene Katz, executive vice president, The Katz Agency; George Shupert, vice president, Paramount Television Productions; Chris J. Witting, director, DuMont TV network; Jay Bonafield, executive vice president, RKO Pathe; N. Charles Rorabaugh, president, N. C. Rorabaugh Co.; Caroline Burke, TV producer, NBC; Sig Mickelson, director of public affairs, CBS; Don McClure, director of TV production, McCann-Erickson.

David Hale Halpern, vice president, Owen & Chappell, retiring ATS president, was named honorary president and an ex-officio member of the board. His fellow officers and directors presented him with a scroll at the luncheon in commemoration of his outstanding contributions to television and to the society during his two years as president. ATS also presented a scroll to Mr. Halley, recognizing his part in moving TV from the entertainment stage into the arena of public affairs and information.

Opening the discussion period, which was presided over by Mr. Caro, Max Chopnick, ATS counsel, reviewed the arguments for and against telecasting trials and Congressional hearings.

Those who oppose the telecasting of trials and hearings have simply failed to realize that we have now entered the "era of electronic journalism," Mr. Gould declared. Noting that the intense lights to which many have objected are needed by newsreel and not by TV cameras, he pointed out that television can operate silently and without creating any of the confusion that is entailed in the taking of flashlight still pictures by newspaper photographers, for example. "As long as one pair of eyes is permitted into the courtroom, TV has a right to be there," he stated.

Mr. Gould berated the television broadcasters for not fighting for their freedom to report "anything like as hard as they should."

Judge Rifkind dismissed the rights of television as irrelevant—"it's just a machine and has no rights"—and said that the rights of the public do not include that of peering over the shoulders of public officials while they perform their appointed duties. The function of a trial, he stated, "is not to inform or entertain the public but to resolve issues and settle controversies between individuals and between citizens and their government, and to promote justice." The traditional procedures of Anglo-American justice, he said, are designed to protect, not the rights of the public but those of the litigants.

Possible Bad Effect

Just as secret proceedings have been found to lead to miscarriage of justice, so might too-public proceedings turn out to be a bad thing, Judge Rifkind stated.

As to hearings, Judge Rifkind said that where their purpose is to investigate situations and determine facts he thinks TV has no place, but where their main function is to inform the public of facts already unearthed and to influence public opinion, then TV is an ideal tool.

Expressing broad agreement with the views of Judge Rifkind, Miss Webster discussed the self-consciousness that anyone feels at an unaccustomed public appearance, particularly in the witness chair, and wondered whether the viewing public can differentiate between the nervous behavior of a guilty witness or the embarrassed nervousness of an honest man.

She concluded, however, that as an actress, "I'd rather be judged directly on my own performance than on the basis of second-hand reports in the press or on the air," where the reporter's opinions and prejudices come between the performer (or witness) and the public. The American public," she said, "has the capacity to recognize the ring of truth when directly confronted with it."

Coming out wholeheartedly in favor of telecasting Congressional hearings, Mr. Halley said that any investigator who does not make a private investigation in advance

(Continued on page 75)

* * *

RECOGNIZING the vital role played by Rudolph Halley as chief counsel for the Kefauver Senate Crime Investigating Committee, the ATS presented him with a scroll during its luncheon last Monday. On hand for the presentation were (l to r) Mr. Halley; FCC Chairman Wayne Coy and Comr. Paul Walker, vice chairman of FCC; and David H. Halpern, outgoing ATS president. Mr. Halley also participated in a debate on telecast hearings.

NBC-TV RATES

Increases Effective July 1 Explained

NEW NBC-TV time charges, effective July 1, were announced last week by Edward D. Madden, NBC vice president for TV sales and operations.

He said the new rates, which provide increases in all but six cases, reflect "the fact that circulation will be more than seven times greater by July 1, 1951, than it was in July 1949. Translating this vastly increased circulation into terms of cost-per-thousand homes, the new rates will provide advertisers with a declining cost-per-thousand," he said.

"In July 1949," Mr. Madden continued, "the cost-per-thousand homes was $6.04. In July 1950, it was down to $3.85. Under the new rates, by July 1, 1951, the cost will be only $3.46."

Advertisers who have contracted for network TV time before July 1, 1951, will not pay the new rates until Jan. 1, 1952, it was announced. By that time, cost-per-thousand homes for such advertisers will have dropped to an estimated $3.03, Mr. Madden said.

Rates for the NBC-TV network stations were increased as follows:

Station and	City	From	To
WNBT	New York	$3,100	$4,000
WRGB	Schenectady	650	775
WKTV	Utica	275	375
WSYR-TV	Syracuse	500	575
WBZ-TV	Boston	1,250	1,700
WJAR-TV	Providence	550	750
WPTZ	Philadelphia	1,600	1,900
WDEL-TV	Wilmington	400	475
WBAL-TV	Baltimore	900	1,000
WNBW	Washington	750	950
WTVR	Richmond	400	475
WTAR-TV	Norfolk	400	475
WSB-TV	Atlanta	500	575
WBRC-TV	Birmingham	275	400
WGAL-TV	Lancaster	450	600
WJAC-TV	Johnstown	400	550
WNBK	Cleveland	1,050	1,275
WBEN-TV	Buffalo	750	900
WHAM-TV	Rochester	475	550
WSPD-TV	Toledo	500	600
WWJ-TV	Detroit	1,100	1,350
WLW-D	Dayton	500	625
WLW-C	Columbus	500	675
WLW-T	Cincinnati	750	925
WSAZ-TV	Huntington	350	425
WAVE-TV	Louisville	400	500
WSM-TV	Nashville	225	350
WNBQ	Chicago	1,650	2,000
KSD-TV	St. Louis	850	1,100
WMCT	Memphis	450	550
WTMJ-TV	Milwaukee	750	950
WOC-TV	Davenport	300	375
WOW-TV	Omaha	400	450
WDAF-TV	Kansas City	550	700
KSTP-TV	St. Paul	650	850
WNHC-TV	New Haven	700	800
WFMY-TV	Greensboro	300	400
WBTV	Charlotte	300	400
WMBR-TV	Jacksonville	300	300
WDTV	Pittsburgh	900	900
WICU	Erie	450	500
WJIM-TV	Lansing	300	425
WKZO-TV	Kalamazoo	400	400
WTTV	Bloomington	175	200
WFBM-TV	Indianapolis	550	550
WLAV-TV	Grand Rapids	375	500
WOI-TV	Ames	300	400
WNBF-TV	Binghamton	325	325
WTVJ	Miami	375	550
WDSU-TV	New Orleans	375	450
WFAA-TV	Dallas	700	750
WBAP-TV	Fort Worth		
KPRC-TV	Houston	400	550
WOAI-TV	San Antonio	300	400
WKY-TV	Oklahoma City	400	600
KOTV	Tulsa	400	500
KDYL-TV	Salt Lake City	250	300
KOB-TV	Albuquerque	200	200
KPHO-TV	Phoenix	250	300
KNBH	Los Angeles	1,650	2,000
KRON-TV	San Francisco	600	850
KFMB-TV	San Diego	450	550
KING-TV	Seattle	450	600

It's like a four-ring circus—having the best shows from all four TV networks—and even more fun for 500,000 viewers.

No wonder Toledoans are climbing aboard at a lively clip. Sets sales now stand at . . .

125,000 . . . 13

And—as an added attraction, remember WSPD-TV bonus coverage in Northwestern Ohio and Southern Michigan.

There's still a spot for you. Why not climb on, too? Katz has the story. Get it today.

WSPD
TOLEDO, OHIO
A FORT INDUSTRY STATION
5000 WATTS ● NBC
Represented by
THE KATZ AGENCY, INC
WSPD-TV
CHANNEL 13
Nat'l Sales Hq: 488 Madison Avenue
New York 22, ELdorado 5-2455

telestatus

Rorabaugh Report On May Business

(Report 169)

ADVERTISERS using TV rose to a total of 5,316 in April, a gain of 4.4% over the previous month and 59.2% over April, 1950. These facts were published in the May *Rorabaugh Report on Television Advertising*, covering the month of April.

Network advertisers dropped slightly from 173 in March to 170 in April. These 170 sponsored a total of 222 shows on the four networks. NBC led the others with 87 accounts, CBS reported 75, ABC showed 43, and DuMont had 17. (See table of top network programs by number of stations used, page 76).

National and regional spot schedules jumped over the 1,000 mark for the first time since a scant total of 76 were reported in June, 1948. Total for April, this year, was 1,072, a gain of 85 over March's 987, and about 40% over April last year when 606 advertisers bought national and regional spot.

Local-retail schedules totaled 4,074, continuing their steady increase. The total for March was 3,933 and last year's April total was only 2,640.

Among the product groups (see table), food and food chain stores continued to lead the field, showing 42 network accounts and 346 spot schedules for a total of 388. Beer

(Continued on page 76)

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot*	Total
1. Agricultural & Pet Foods	2	29	31
2. Automotive (cars, tires, accessories)	14	24	38
3. Beer & Wine	9	134	143
4. Beverages (non-alcoholic)	10	65	75
5. Clothing & Accessories	12	39	51
6. Confections	6	43	49
7. Dairy & Margarine Products	6	38	44
8. Drugs	9	45	54
9. Financial	1	12	13
10. Foods & Food Chain Stores	42	346	388
11. Gasoline & Oils	7	22	29
12. Household (appliances, furnishings, supplies)	21	81	102
13. Jewelry & Accessories, Cameras, etc.	11	16	27
14. Laundry Soaps, Cleaners, Polishers	18	72	90
15. Miscellaneous	8	77	85
16. Publications	2	7	9
17. Public Utilities	—	6	6
18. Radios, TV Sets, Phonographs & Accessories	11	11	22
19. Tobacco, Cigarettes & Accessories	20	32	52
20. Toilet Requisites	25	81	106
21. Transportation	—	20	20

* NOTE: From May "Rorabaugh Report," based on information supplied by 99 of the 107 TV stations and various networks.

* * *

FIRST FIFTEEN CITIES BY TOTAL NUMBER OF TV ACCOUNTS

City	National-Regional Spot*	Local-Retail**	Total Accounts
1. Los Angeles (2)	231	190 (2)	421
2. New York (1)	243	104 (9)	347
3. Chicago (3)	224	101	325
4. Miami	62	256 (1)	318
5. Philadelphia (4)	180	92	272
6. Erie	69	190 (3)	259
7. Cleveland (5)	163	94	257
8. San Francisco (7)	145	109 (5)	254
9. Baltimore (9)	139	107 (7)	246
10. Detroit (6)	149	90	239
11. Minneapolis-St. Paul (10)	109	104 (10)	213
12. Washington (11)	107	106 (8)	213
13. Pittsburgh	68	132 (4)	200
14. Atlanta	80	109 (6)	189
15. Boston (8)	141	44	185

* Figure in parenthesis after name of city gives standing in national and regional spot listing.
** Figure in parenthesis after numbers in this column shows standing in local-retail listing. Based on the May "Rorabaugh Report."

Weekly Television Summary—JUNE 25, 1951, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	8,600
Ames	WOI-TV	56,161
Atlanta	WAGA-TV, WSB-TV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	297,368
Binghamton	WNBF-TV	40,112
Birmingham	WAFM-TV, WBRC-TV	46,200
Bloomington	WTTV	16,400
Boston	WBZ-TV, WNAC-TV	867,756
Buffalo	WBEN-TV	204,754
Charlotte	WBTV	79,948
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	920,470
Cincinnati	WCPO-TV, WKRC-TV, WLWT	275,000
Cleveland	WEWS, WNBK, WXEL	477,196
Columbus	WBNS-TV, WLWC, WTVN	176,541
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	117,068
Davenport	WOC-TV	56,384
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	190,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	464,135
Erie	WICU	55,890
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	117,068
Grand Rapids-Kalamazoo	WLAV-TV	115,600
Greensboro	WFMY-TV	69,556
Houston	KPRC-TV	80,110
Huntington-Charleston	WSAZ-TV	46,100
Indianapolis	WFBM-TV	148,000
Jacksonville	WMBR-TV	32,000
Johnstown	WJAC-TV	87,275
Kalamazoo Grand Rapids	WKZO-TV	133,122
Kansas City	WDAF-TV	121,832
Lancaster	WGAL-TV	97,105
Lansing	WJIM-TV	49,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	877,421
Louisville	WAVE-TV, WHAS-TV	90,526
Memphis	WMCT	87,871
Miami	WTVJ	70,000
Milwaukee	WTMJ-TV	243,193
Minn.-St. Paul	KSTP-TV, WTCN-TV	256,400
Nashville	WSM-TV	31,671
New Haven	WNHC-TV	153,800
New Orleans	WDSU-TV	62,150
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,250,000
Newark	WATV	
Norfolk	WTAR-TV	69,130
Oklahoma City	WKY-TV	87,636
Omaha	KMTV, WOW-TV	79,688
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	834,000
Phoenix	KPHO-TV	37,900
Pittsburgh	WDTV	260,000
Providence	WJAR-TV	152,000
Richmond	WTVR	73,992
Rochester	WHAM-TV	83,077
Rock Island	WHBF-TV	56,384
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	46,600
San Antonio	KEYL, WOAI-TV	47,044
San Diego	KFMB-TV	97,500
San Francisco	KGO-TV, KPIX, KRON-TV	179,100
Schenectady Albany-Troy	WRGB	157,500
Seattle	KING-TV	85,600
St. Louis	KSD-TV	293,000
Syracuse	WHEN, WSYR-TV	120,671
Toledo	WSPD-TV	125,000
Tulsa	KOTV	74,140
Utica-Rome	WKTV	43,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	261,300
Wilmington	WDEL-TV	69,010

Total Markets on Air 63 — Stations on Air 107 — Estimated Sets in Use 12,435,000

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

No Summer Doldrums in Atlanta

The primary interest of WSB-TV is still audience . . . and lots of it. Despite the normal difficulties of summer programming (hiatuses, replacements, and replacements for replacements), WSB-TV has resisted the take-it-easy convenience of network scheduling.

Instead we've gone ahead with local efforts which are more to the liking of our neighbors and supporters. WSB-TV has the personnel, the studio facilities and the program know-how for doing just this.

Consequently, WSB-TV's summer audience expectancy is comparable to that of the winter months, and currently offers the advertiser a big dollar's worth.

In case you feel like arguing that point, your Petry man can show you a good time! Call him now.

AFFILIATED WITH THE ATLANTA JOURNAL AND THE ATLANTA CONSTITUTION

NCAA PLAN

Notre Dame Challenges

NOTRE DAME, bellwether of college football, last week challenged the legality of the National Collegiate Athletic Assn.'s plan for limited telecasting but still did not say whether it would telecast its home games.

Father John J. Cavanaugh, Notre Dame president, accused NCAA policy makers of exercising "dictatorial powers" in restricting live telecasts of college grid games.

He said that Notre Dame wants to cooperate in any program for the overall good of athletics, but questioned the wisdom of "blindly acquiescing to very dubious principles and procedures . . . simply because such policies and procedures are forced into practice under threat of boycott."

Father Cavanaugh said that the South Bend, Ind., university, at the possible risk of losing $500,000 in television revenue, has refrained from making a definite decision on telecasting its four home games.

In the present dilemma, he said, we would prefer to abstain altogether from telecasting, or to telecast for nothing, "rather than be forced into policies and procedures which, in our minds, have very dangerous implications."

NCAA greeted the Notre Dame statement with silence. Hugh C. Willett, NCAA president, and K. L. (Tug) Wilson, NCAA secretary, said that no comment would be forthcoming until they could study the statement.

By contrast, Notre Dame's pronouncement stirred echoes of delight on the campus of the U. of Pennsylvania, which has openly defied NCAA.

Penn's Stand

Penn has long questioned legality of the NCAA plan as regards the Sherman Anti-trust Act. The Philadelphia school thus far is the only major institution to defy NCAA, and has said it would abide by the plan if the Department of Justice decided that no law has been violated.

Justice, in the meantime, is maintaining a discreet silence, while it studies the entire sports-telecasting picture. No Justice pronouncement was expected until after beginning of the next fiscal year, July 1.

Meanwhile the Pacific Coast Conference has approved a contract for delayed telecasting of its football games this fall.

W. J. Parry, president of Sportsvision Inc., of San Francisco, said that his company will present delayed telecasts of 93 or more big games this season, including several PCC games.

In Southern California, Loyola U. announced that it will telecast its games. What's more, Loyola added, it has NCAA's blessing because the games do not take place on Saturday afternoon.

Chevrolet dealers of Southern California will sponsor Loyola's games on KNBH (TV) Los Angeles and are reportedly guaranteeing gate attendance up to $200,000. In addition to paying KNBH full-time rates, the sponsor will carry costs on camera pickup and other remote incidentals.

RICHARD F. KIELING (r), of Free & Peters, explains the firm's new TELEstrip [BROADCASTING • TELECASTING, May 7] to J. Walter Thompson Co. Chicago officials (l to r): Jack Laemmar, account executive; Bob Brethauer, assistant timebuyer, and Hal Rorke, director of radio and television.

KTSL(TV) Los Angeles, CBS outlet, has installed new Simplex 35mm TV projector, with GE Sync-lite light source.

Monogram Lease

SIGNING of contract is expected this week by Monogram Pictures Corp., negotiating seven-year lease of 52 old western and feature films with Telinvest Inc., New York, for TV release. Steve Brodee, Monogram president, is handling deal, which would comprise Monogram's only major block sale to TV.

NEWSPAPER EFFECT

Aids Circulation ICMA Told

TELEVISION has had little or no adverse effect on newspaper circulation and, in fact, has served as a "terrific sales medium" to sell and influence readers, the nation's newspaper circulation managers were told last week.

This view was reflected in three addresses before the 52nd annual convention of the International Circulation Managers Assn. in Washington June 19-21. Sessions were held at the Statler Hotel, with heavy emphasis on newspaper-television relationships among commonly owned interests.

The opening gun was fired by Jere C. Healy, retiring ICMA president and circulation chief of the *Newark News*, who told the 800 executives that TV has not materialized into the threat that early surveys initially indicated. In fact, he stated, the evidence now points to newspaper reading while sets are turned on, particularly in those families who have had their receivers a year or more. "We may look to further circulation increases," he added.

In an address prepared for convention delivery, R. B. Haan, *Detroit News*, recounted his experiences at WWJ-AM-TV Detroit, *News* outlets, which he said are being used continually to stimulate circulation by informing listeners of newspaper articles. "While we conceded that TV is stealing some time from the householder, we have not experienced any circulation losses due to this entertainment," he said.

A similar story was reported by Charles W. Staab, *Cincinnati Enquirer*, whose arrangements with WLW and WLWT (TV) there involve considerable radio-TV promotion and advertising space. He told delegates "television is a terrific sales medium and might be used directly and indirectly to sell and influence readers whenever the newspaper's policy indicates a switch from prestige to SELL—backed by a plan that takes enough time to hit the target."

He cited a two weeks, no-strings-attached offer to test audience response. Under certain circumstances, he noted, radio-TV can produce new readers provided (1) the offer is easy to accept, (2) spots are used in a "saturation technique," and (3) a plan is agreed upon assuring complete cooperation among radio-TV, newspaper and other groups.

Mr. Staab was elected third vice president of ICMA during the convention. E. P. Schwartz, *Des Moines Register* (KRNT-AM-FM), succeeded Mr. Healy as ICMA president for the 1951-52 term. Jack Calvin, *Houston Post* (KPRC-AM-FM-TV), was named first vice president and Arthur Daniel, Atlanta *Journal* and *Constitution* (WSB-AM-FM-TV), second vice president.

Other addresses were given by Arthur Treanor, Printing & Publishing Div. of the National Production Authority, on newsprint, and Price Stabilizer Michael V. DiSalle, who addressed the banquet session Wednesday evening.

RTDG STRIKE

Threatens DuMont

THREAT of a strike against the DuMont network by Radio & Television Directors Guild's New York local was raised last Tuesday when RTDG local executive secretary and national executive director, Newman H. Burnett, announced that he had "given DuMont notice that a strike can take place at any time without further notice to them."

Alleging that DuMont had "reneged on an agreement and . . . gone back on their word," Mr. Burnett said the New York local had "voted to strike DuMont in order to get a contract."

A spokesman for the network said that while its officials were aware of the RTDG threat, they had "no comment."

The union statement said that "after many months of negotiations the DuMont network and . . . (RTDG) . . . signed an interim agreement on Jan. 25, 1951, covering wages, hours, retroactivity, vacations, commercial fees and also provided for the execution of a formal agreement embodying the above provisions and other provisions to be mutually agreed to." These provisions applied to directors and associate directors, it said.

"On April 19, 1951, a formal written contract was submitted to DuMont containing all the provisions mutually agreed to by DuMont and the Guild," the statement continued, "a contract similar to, and in many cases identical with existing contracts between the Guild and . . . (ABC, CBS and NBC) . . . and having the same termination date. DuMont now refuses to sign this contract. . . ."

VEECK FOR TV

Seen Bolstering Browns

TV in baseball parks last week added a strong ally to its cause when Bill Veeck, currently concluding negotiations to buy the St. Louis Browns, emphasized he would stress television under the new ownership.

Mr. Veeck, long recognized as one of baseball's shrewdest salesmen and promotors, said Thursday that TV would "help to sell the product" and that, unlike many other club owners, he was going to telecast as many games as possible. The Browns' home games have not been on TV thus far.

The Cleveland Indians under Mr. Veeck rose from attendance and league standing doldrums in 1946 to new records in box office attendance, and it can be expected that a repetition of this effort for the weak box office of the Browns will immeasureably aid the proponents of baseball TV.

PERMISSION to telecast regular sessions of the Los Angeles City Council has been granted local stations by unanimous vote of Council members.

K O T V

TULSA, OKLAHOMA

announces

the appointment of

EDWARD PETRY & CO., INC.

NEW YORK CHICAGO DALLAS DETROIT LOS ANGELES

ST. LOUIS SAN FRANCISCO

as its

Exclusive National Representatives

EFFECTIVE JULY 1, 1951

FOR TV IN TULSA—IT'S KOTV

Owned and operated by

Cameron Television, Inc.

HOFFMAN BUYS

Football Slate on KFI-TV

SCHEDULE of 23 college football games will be telecast this fall under negotiations completed recently by Hoffman Radio Corp., KFI-TV Los Angeles and officials of the Western State and Metropolitan City conferences. The series will run Sept. 21-Dec. 1.

In announcing that Hoffman will sponsor the telecasts—the firm has picked up the tab for nearly 100 games in the past three years—H. L. Hoffman, company's president, lauded the college officials for permitting their schedules to be telecast.

Jim Hardy, Hoffman's sports program director, will supervise the series of videocasts, which are scheduled on a twice-weekly basis (Friday and Saturday evenings). This arrangement will enable Southern California TV owners to teleview more football than that seen by any other TV area in the nation, according to Mr. Hoffman.

KNBH RATES

New Card Shows Increase

EFFECTIVE July 1, KNBH (TV) Hollywood, NBC-owned station, will issue Rate Card No. 4, representing an approximately 25% increase over its old rates. New hourly rates will be, for Class A time (7-10:30 p.m.), $1,250; Class B (5-7 p.m.; 10:30-11 p.m.), $950; Class C (all other time), $575. Rates for spot announcements and station breaks will be, for Class A time, $200; B, $150; C, $100.

Present advertisers will be protected at current rates for six months, if there is no lapse in scheduled orders accepted prior to the effective date of the increase. Commitments made for announcements and station breaks in Class A time, however, will be protected for only three months after July 1.

SOCIAL CYCLE

NBC, Sloan TV Project

NEW 13-week television series, *American Inventory*, a survey of social and natural sciences and the humanities—undertaken jointly by NBC and the Alfred P. Sloan Foundation as an experiment in adult education—will begin July 1, 8-8:30 p.m., it was announced last week.

To be produced by William Hodapp, the series will endeavor to "interpret to the viewer the problems of the world in which he lives, show him his stake in the subjects under consideration . . . and his responsibilities as man and citizen."

Adams Film Director

M. CLAY ADAMS, with 20th Century Fox Film Corp. and RKO-Pathe for 15 years and more recently film producer for State Dept.'s international motion picture programs, was named June 15 as film director for NBC-U. S. Navy's TV documentary of Navy, scheduled for late 1951. He will report July 1 to Henry Saloman Jr., producer of the unit.

'SECOND SETS'

Color Inducement

COLOR TELEVISION is generally foreseen as the influence that will produce the "second set" TV market for retailers, according to the "NRDGA Television Report," distributed last week to retailers by the Merchandising Division of the National Retail Dry Goods Assn.

In addition to its discussion of color, the report contains charts of 1949 and 1950 set sales in various types of markets with various types of TV service and provides a formula whereby the retailer can estimate the future trend of video set sales in his own market area.

Dane F. Hahn, manager of the NRDGA merchandising division, in a foreword, takes manufacturers to task for shortsighted policies in the past and urges them in the future to discuss distribution and promotion policies with dealers before putting them into effect.

PLAQUE is presented to Edward Lamb (l), owner of WICU (TV) Erie, Pa., by C. C. Grinnell, Colgate-Palmolive-Peet Co., for winning first place in *Colgate Comedy Hour* promotion contest. WICU (TV) and *Erie Dispatch* staged a popularity contest, including a trip to New York, and other events. Drive credited with sale of over 55,000 Colgate products. Supervising were Herbert Stewart, WICU manager, and Charles L. Fuller, of *Dispatch*.

TV INDUSTRY'S 'SLEEPER'

Slavick Points to Multi-TV Antenna System

H. W. SLAVICK, general manager of WMCT (TV) Memphis, believes that multi-TV antenna receiving systems are "a sleeper" in the television industry.

In his air-cooled Hotel Statler room in sweltering Washington last week, Mr. Slavick enthusiastically described a "mild revolution" in the WMCT coverage area.

He believes that multi-TV antenna systems are the answer to the problems of poor reception in fringe areas and the absence of communities which otherwise might have to wait years for any television at all.

Mr. Slavick is not alone in holding this opinion. In Wisconsin, Edwin F. Bennett, regional advertising representative of the Arrowhead Network and WJMC Rice Lake, has petitioned the Wisconsin Public Service Commission for permission to construct a master antenna system in Rice Lake, now a "dead" reception area. The commission is expected to rule favorably.

In town to attend the NARTB television program meeting, Mr. Slavick was bearing up well under the wilting Washington heat.

"Just like Memphis," he commented, settling back in a chair and trying to look comfortable.

Getting back to currently his favorite topic, the community antenna system, Mr. Slavick said that the "mild revolution" to which he had referred was brought about by the Mid-South Television Systems Inc., of Memphis, and Jerrold Electronics Corp., of Philadelphia.

A few weeks ago, he explained, WMCT presented two short television programs describing the Jerrold system. Response was spectacular. Within a few days, Mid-South Television Systems Inc., had requests from 67 communities for the service.

"The reason we're so interested in this development," he added, "is that we estimate that 300,000 to 400,000 more persons can be serviced with this system in the WMCT area alone!"

Holds Jerrold Franchise

Mid-South, a newly-formed corporation, has the franchise for handling Jerrold products in Tennessee, Arkansas, Mississippi and parts of Kentucky. President of the Mid-South corporation is James Sumpter, former regional sales representative for Philco.

Video is brought to TV-barren communities in this fashion:

After tests, a receiving antenna of sufficient height is raised. From this antenna, cables are strung along community streets atop telephone poles. From these cables, smaller cables connect into each subscriber's television set. Every 2,000 feet amplifiers strengthen the signal so that subscribers living on the far side of town receive the signal in the same strength as those living nearer the antenna.

The subscriber pays $75-$100 for the installation, plus a monthly fee for use of the cable, explained Mr. Slavick.

Mr. Slavick said that dealers and distributors are the most likely candidates to pay the costs of the necessary tests and the raising of the antenna.

PRICE PANEL

WHAM-TV Times Program

HEADS-UP station programming can give a public service panel that extra something that brings it out of the cut-and-dried category.

A panel on "What can we do about prices?" scheduled locally by WHAM-TV Rochester, N. Y., for a Thursday, 10:30 p.m., audience had been worked on in advance for several weeks by the station.

When WHAM-TV was informed that President Truman's anti-inflation speech was scheduled for that hour June 14, the station asked the panel to go on the air immediately afterward with a discussion of the Chief Executive's speech.

As expressed by A. N. (Ben) Bender, station's promotion director, the program "couldn't have been planned any better. The whole thing set the city on its ears." The Rochester *Democrat & Chronicle* the next morning ran a four column picture of the panel and carried story coverage.

Participants were Sol M. Linowitz, attorney and moderator; Marion B. Folsom, treasurer, Eastman Kodak, and chairman, Committee on Economic Development; Dr. William Dunkman, economics professor, U. of Rochester, and Morton J. Baum, executive vice president, Hickey Freeman Co. and ESA consultant.

General Manager William Fay and Program Director Charles Siverson handled arrangements.

FILM RIGHTS

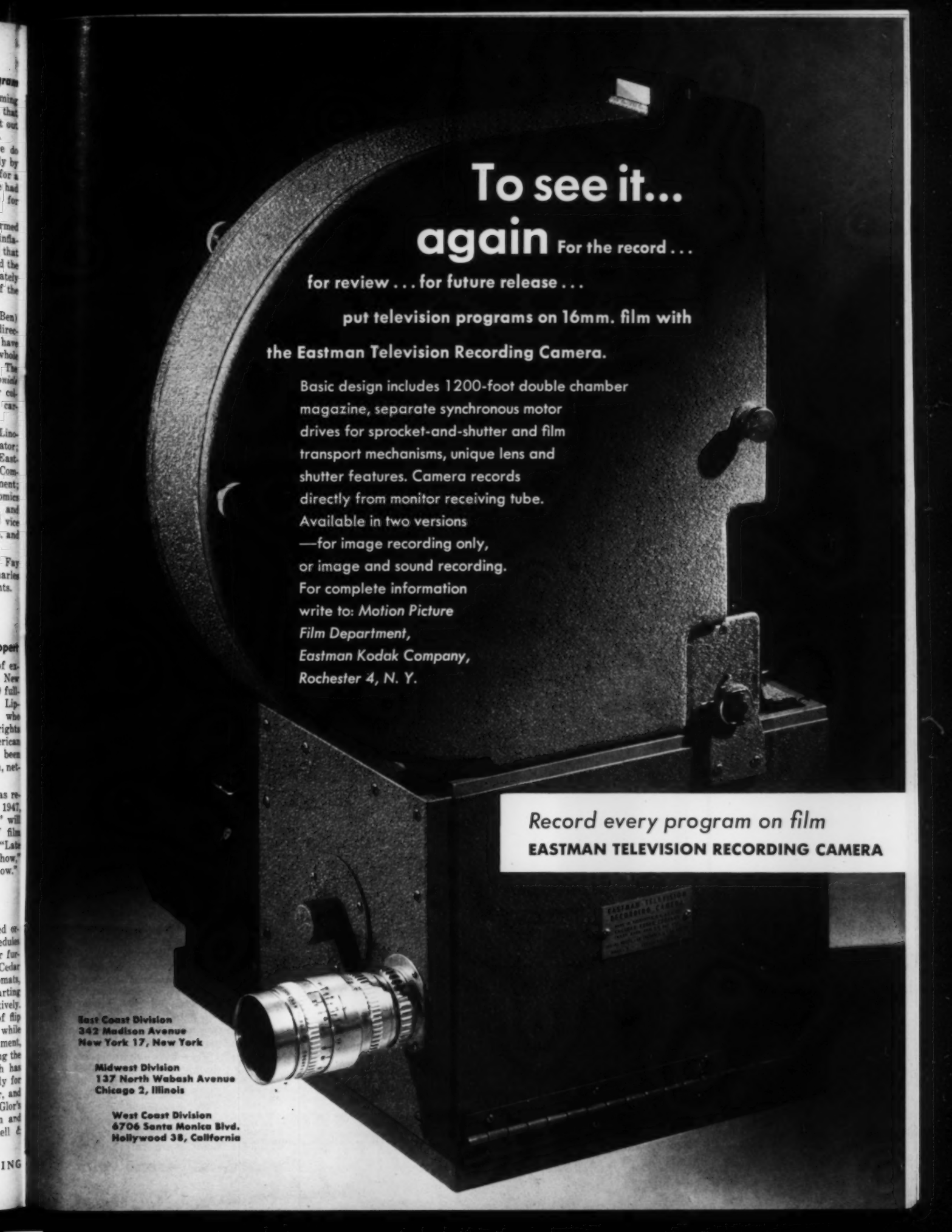
To CBS-TV From Lippert

ACQUISITION by CBS-TV of exclusive rights in metropolitan New York for the telecasting of 20 full-length films from Robert L. Lippert, independent producer, who recently cleared distribution rights on the films with the American Federation of Musicians, has been announced by Richard K. Doan, network program director.

The films, none of which was released to theatres "before 1947, and several . . . dated 1950," will be fed into three WCBS-TV film shows—the seven-a-week "Late Show," five-a-week "Early Show," and Saturday "Late Late Show."

Seek Color Spots

TWO Chicago agencies placed orders last week for spot schedules on CBS-TV in color. Dri-Glor furniture polish, made by O'Cedar mops, and Phoenix Aristomats, will use live commercials starting Thursday and Friday, respectively. Dri-Glor has scheduled use of flip cards with voice off camera, while Phoenix, for its stove attachment, will telecast an actor delivering the commercial on camera. Each has contracted for one spot weekly for 13 weeks, the minimum order, and each is 20 seconds long. Dri-Glor's agency is Young & Rubicam and Phoenix Aristomats is Bozell & Jacobs.


To see it...
again For the record...
for review... for future release...
put television programs on 16mm. film with
the Eastman Television Recording Camera.
Basic design includes 1200-foot double chamber magazine, separate synchronous motor drives for sprocket-and-shutter and film transport mechanisms, unique lens and shutter features. Camera records directly from monitor receiving tube. Available in two versions —for image recording only, or image and sound recording. For complete information write to: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y.
Record every program on film
EASTMAN TELEVISION RECORDING CAMERA
East Coast Division
342 Madison Avenue
New York 17, New York
Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois
West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Program Needs

(Continued from page 63)

New Orleans, an NARTB TV director and chairman of the NARTB's Program Standards Committee, presided at the all-day meeting, held at the Statler Hotel. In opening the session, he sounded this keynote: "It's up to us to take a cold, objective look at television programming. Are we right? Are we wrong? If we're wrong, let's correct it ourselves."

Mr. Swezey appointed a resolutions committee including W. D. Rogers Jr., KEYL (TV) San Antonio; Dwight Martin, WLWT (TV) Cincinnati, and Eugene S. Thomas, WOR-TV New York.

Chairman Coy was introduced at the morning meeting by Clair R. McCollough, WGAL-TV Lancaster, an NARTB TV director. George B. Storer, Fort Industry Stations and also a TV director, introduced Sen. Johnson at the luncheon session.

Ardent TV Fan

Explaining he is an ardent radio and TV fan, Sen. Johnson said TV is restoring the home, contrary to most modern inventions. He called it "the grandest development ever to come to the human race and a medium second to none in the spread of education and information."

Sen. Johnson said he had asked Sen. William Benton (D-Conn.), at a recent hearing, to define education but the definition was not forthcoming. "Until Sen. Benton defines education he has no right talking about it in general terms," he said.

In a recent trip to Europe Sen. Johnson said he observed BBC television. "I missed the emcee livening up things," he said. "I missed advertising. I even like the advertising. It gives a sort of break. Advertising cleverly done is really entertaining. I like every part of TV. There are few programs I don't like. Some programs are foolish, but you don't have much trouble pleasing me. I get a great deal of good out of both radio and television."

Recalling a recent comment by Fayè Emerson about "bluenoses," he pleaded with telecasters not to think of their critics as "bluenoses." Critics are more helpful than yes men, he said, applying the observation to his own political career.

Sen. Johnson warned of the danger of thrill programs, which he said could be like narcotics, as he quoted several observations of TV programming by critics. He recalled the 1948 broadcasters creed adopted by the NAB, adding, "You don't have to preach to the saved. I think you are on the beam. There's no danger of television censorship as far as I can see."

Although stating FCC believes any national censorship board as has been proposed in Congress "would be extremely impractical," and noting the Communications Act forbids censorship, Chairman Coy pointed out "it is true that the Commission has the responsibility of reviewing a station's over-all performance in determining if it is operating in the public interest as stipulated by the Communications Act."

"Despite all the loud noises you have heard about censorship," he continued, "it is well to remember that this right [over-all review] has been upheld by the courts."

He noted FCC, "pursuant to its responsibility to see to it that the public interest is served," has called a conference "for the discussion of television broadcasting problems from the viewpoint of the public, the Commission and industry."

"Your meeting," he told the broadcasters, "seems to me to be a logical forerunner to such a meeting as the Commission plans."

Stating he was "delighted that you are exploring ways and means here today to strengthen television as a vital mechanism of our democracy and as a weapon of defense, by moving in on these problems yourselves," Chairman Coy added, "I would also like to see them discussed at state and district meetings."

"Were this done," he observed, "then I venture to predict that we would see an instant and continuing improvement in standards and an immediate upsurge of public confidence in its broadcasting system."

"And this," he added, "all without the benefit of government intervention."

Chairman Coy noted the desirability of "re-examining program practices by television broadcasting is brought into sharp focus by other recent developments," citing the potential competition of "substantial interests" supporting subscription TV and theatre TV.

Agenda Suggestion

Chairman Coy's seven points for consideration included:

1. Your assistance in civic improvements.

2. Your promotion of educational and cultural opportunities.

3. The integrity of your news.

4. The fairness of your presentation of controversial issues.

5. Your enterprise and zeal in promoting good community labor relations and inter-racial understanding.

6. The wholesomeness of your entertainers and their sense of responsibility as visitors at the family hearth.

7. Advertising on your station: Its reliability, its good taste, its listenability, its excesses.

"I hope also that one of the subjects you will explore will be the problem of advertiser domination of program schedules," Chairman Coy said. "Until the broadcaster schedules the kinds of programs that he knows are right and until he builds a schedule that he knows is properly balanced, he cannot realize his full potentialities."

"Under the law that is his responsibility," he warned.

"Under the law it is not the advertiser's responsibility nor the networks' responsibility," he added.

"Therefore, the proper role for the advertiser is not that of the program director. His is the role of a purchaser of time on what is demonstrably the most effective and productive of all advertising mediums of mass communication," Chairman Coy summarized.

Reviewing an analysis of FCC mail in a 75-day period, he said that of a thousand complaints 255 dealt with alcoholic beverage advertising due to a campaign by temperance interests; 221 with indecency, obscenity or profanity; 128 with misleading advertising; 107 with lotteries and giveaways; 73 with crime and horror; 47 with excessive advertising; 36 with need for more educational and classical music programs; 32 with news commentators; 22 with fortune telling; 21 with attacks on religious faiths; 19 with refusal to grant time for a point of view.

He summarized a 1950 composite program week:

1. **Entertainment:** The average station devoted 72% of its time to entertainment. One station devoted 92% and another 90%. Nine other stations devoted between 80 and 90% of their total time to entertainment.

2. **Religion:** The average station devoted .9% to religion. Fifteen stations carried no religious programs at all.

3. **Agriculture:** The average station devoted .2% to agricultural programs. Seventeen carried no programs of this type.

4. **Education:** The average station devoted 3% of its total time to educational-type programs (i.e., programs offered by or in behalf of educational institutions). Eight stations reported carrying no programs of this type.

5. **Discussion:** The average station devoted 3% of its time for discussions. Seven stations reported that they carried no discussion-type programs and 10 other stations reported that they devoted only 2% of their time to this type of program.

"I think that there are some self-evident facts that stand out from this analysis like sore thumbs," he said. He concluded these to be:

(a) You can't serve the religious needs of your community when you do not carry any religious programs at all.

(b) You can't serve the educational needs of your community when you do not carry any educational programs.

(c) It is clear that some steps must be taken by the television broadcasters to discover what the needs of their communities really are.

"It seems to me, therefore," Chairman Coy said, "sound advice . . . that I urge you to get acquainted with your community in a real senes so that if called upon at any time you could state the 10 most important needs of your community and it is of even greater importance that you could tell anyone with great pride what you are doing or proposing to do about those needs."

"When you have reached that point," he said, "you need no longer asks questions about what constitutes the public interest."

Question-Answer Session

In a question-answer session Chairman Coy emphasized the need for integrity and objectivity in reporting the news and recalled radio's reputation as the most objective news medium. Replying to Mr. McCollough, he said he had no preconceived ideas on minimum percentage of program types, adding that the real test is whether a station serves the public interest.

FCC has never felt that a commercial program could not be in the public interest, the chairman said in answering Mr. Swezey. "FCC is just as committed as you are to the commercial radio system," he said, "but we favor allotment of sustaining periods for new program ideas." He felt that a program must be by or for an educational institution to be classed as educational but agreed the definition perhaps should be looked at again.

Harry Bannister, WWJ-TV Detroit, recalled his station had tried for two years to work out a format for religious programming. A solution was reached after another year, he said, by a local church council which advised erection of a church set in the studio. Chairman Coy agreed the problem was difficult and thought new stations could benefit by such experiences.

When Walter J. Damm, WTMJ-TV Milwaukee, asked about possible network pressure on stations, Chairman Coy parried the question but observed, "Walter doesn't need any help." He added that the station must keep its programming in its own hands.

The chairman conceded, on questioning by Leonard Marks, attorney, that his program observations constituted application of Blue Book standards to television but explained he had deliberately refrained from mentioning the Blue Book in his talk.

REPUBLIC PICTURES

Makes Facilities Available

BESIDES licensing a backlog of old motion pictures for television showing, Republic Pictures Corp. is making production facilities at its North Hollywood studio lot available to outside independent video producers on a rental basis starting today (Monday).

Earl Collins, president of Hollywood Television Service Inc., a subsidiary of Republic Pictures, so informed some 50 advertising agency and network executives last week during a studio showing of old films being offered for sponsor consideration. Bids for use of production facilities are acceptable starting today "to give everyone an equal opportunity," he said.

Republic is the first major Hollywood film studio to make this move.

Meanwhile, Gene Autry joined Roy Rogers in protesting rental to television of Republic Westerns in which they starred. Mr. Rogers threatened to sue for using his "name, voice or likeness for advertising purposes," thus barring possible sponsorship. Mr. Autry warned he will sue any TV station that uses his old Republic Westerns since he is now making his own films for television.

TELEFILM, INC.
COMPLETE FILM PRODUCTION FOR TV SPOTS-PROGRAMS
All Production Steps In One Organization
6039 Hollywood Blvd., Hollywood 28, Calif.
HOLLYWOOD 9-7205

The Ideal Dielectric

FOR NEW **UHF-TV** APPLICATIONS

MYCALEX

Glass-Bonded Mica INSULATION

—for low loss at low cost!

- LOW-LOSS FROM 60 CYCLES/SECOND TO 24,000 MEGACYCLES/SECOND
- MAXIMUM EFFICIENCY, UTMOST ADAPTABILITY, LOWEST COST
- AVAILABLE MOLDED TO PRACTICALLY ANY SHAPE OR SIZE WITH OR WITHOUT METAL ELECTRODES OR INSERTS

FCC Approval of UHF TV has introduced an era of engineering and manufacture to standards seldom before attained in mass production. Many materials, dielectrics in particular, fail to meet these more critical requirements. MYCALEX 410 is one exception. This dielectric can be molded to close tolerances with or without metal inserts—high efficiency to well over 24,000 megacycles. MYCALEX 410 can be molded in volume at low cost. It can be produced to closer tolerances than higher priced ceramics. Electrically and mechanically, MYCALEX 410 is the ideal dielectric for tube sockets, tuners, condensers, switches, coil structures and many other UHF components.

CHARACTERISTICS OF MYCALEX GRADE 410

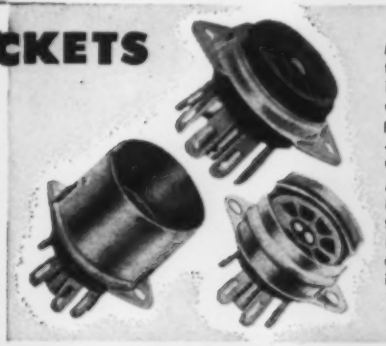
Power factor, 1 megacycle	0.0015
Dielectric constant, 1 megacycle	9.2
Loss factor, 1 megacycle	0.014
Dielectric strength, volts/mil	400
Volume resistivity, ohm-cm	$1x10^{15}$
Arc resistance, seconds	250
Impact strength, Izod, ft.—lb/in. of notch	0.7
Maximum safe operating temperature, °C	350
Maximum safe operating temperature, °F	650
Water absorption % in 24 hours	nil
Coefficient of linear expansion, °C	$11x10^{-6}$
Tensile strength, psi	6000

WRITE FOR 20-PAGE CATALOG
This comprehensive compilation of technical and manufacturing data includes complete dielectric information.

TUBE SOCKETS

MYCALEX glass-bonded mica sockets are injection molded to extremely close tolerance. This exclusive process affords superior low-loss properties, exceptional uniformity and results in a socket of comparable quality but greater dimensional accuracy than ceramics—all at no greater cost than inferior phenolic types. These sockets are available in two grades, featuring high dielectric strength, low dielectric loss, high arc resistance and fully meet RTMA standards.

Write for Tube Socket Data Sheets



MYCALEX 410 is priced comparable to mica-filled phenolics. Loss factor is only .015 1 mc., insulation resistance 10,000 megohms. Fully approved as Grade L-4B under N.M.E.S. JAN-1-10 "Insulating Materials Ceramic, Radio, Class L."

MYCALEX 410X is low in cost but insulating properties greatly exceed those of general purpose phenolics. Loss factor is only one-fourth that of phenolics (.083 at 1 mc.) but cost is comparable. Insulation resistance 10,000 megohms.

SINCE 1919 MYCALEX THE INSULATOR TRADE MARK REG U.S. PAT OFF

MYCALEX CORPORATION OF AMERICA

Owners of 'MYCALEX' Patents and Trade-Marks

Executive Offices: 30 ROCKEFELLER PLAZA, NEW YORK 20 — Plant & General Offices: CLIFTON, N.J.

WESTERN RESERVE
Does Not Want TV Outlet

WESTERN Reserve U., which has been actively producing educational television programs on WEWS (TV) Cleveland for nearly four years, announced last week it did not want its own TV station and felt that "the interests of education can best be served by cooperation with existing commercial TV stations."

The announcement was made by the university's Radio and Television Council, which makes the school's policy in the broadcasting field.

Barclay Leathem, head of the Western Reserve department of dramatic arts and director of TV activities, said that the university at least for the present feels it would be difficult to operate a station of its own.

"We feel the university will do a better job and reach more people by concentrating on producing a limited number of excellent, professionally-done programs on a commercial station than by spreading ourselves thin preparing an entire program schedule," Mr. Leathem said.

Western Reserve students have produced 186 shows, most of them half-hours, on WEWS (TV). These included 42 dramas ranging from Shakespeare to Shaw and some originals.

VIDEO EQUIPMENT
DuMont Signs KXEL, WOI-TV

CONTRACTS specifying complete TV broadcasting installation at KXEL Waterloo, Iowa, and camera equipment for WOI-TV Ames, Iowa, have been negotiated with the Television Transmitter Div. of Allen B. DuMont Labs., Clifton, N. J.

The KXEL order, signed by Joe DuMond, president of Josh Higgins Broadcasting Co., calls for a DuMont transmitter, control and monitoring facilities, monochrome scanner, film projectors, dual image orthicon camera chain, and tower and transmission line equipment for a six-bay antenna.

The WOI-TV contract with C. Scott Fletcher, president of the Fund for Adult Education, specifies dual image orthicon camera chain, associated amplifier and monitoring facilities. In announcing the contract, the DuMont division lauded WOI-TV as "an excellent example" of a university station.

TELESCRIPTIONS
ANIMATED AND LIVE ACTION TV FILM SPOTS
20-Second and 1 Minute
823 VICTOR BLDG. • WASH., D. C.
Sterling 4650

PLANNING intensive membership drive for Academy of Television Arts & Sciences, Los Angeles, are (l to r) Alan Young, video comedian; Ralph Levy, TV producer-director; Hal Roach Jr., TV film producer, and Mal Boyd, recently resigned partner of P. R. B. Inc., packaging firm. Mr. Boyd is general chairman of the drive.

WGST OPPOSES
TV Assignment In Atlanta

ASSERTING that Atlanta Newspapers Inc. is making "a bald attempt to have its cake and eat it," WGST Atlanta last week filed with the FCC a petition opposing the proposed assignments of WSB-TV's channel 8 facilities to Broadcasting Inc.

Assignment request is an outgrowth of last year's merger of the *Atlanta Journal*, licensee of WSB-TV, and the *Atlanta Constitution*, permittee of the channel 2 WCON-TV. In its consent at the time, FCC stipulated that Atlanta Newspapers Inc. must dispose of one of the TV outlets.

Subsequently, ANI proposed to take over the facilities and channel 2 of WCON-TV, when completed, and substitute the WSB-TV call letters. The channel 8 properties would then be sold to Broadcasting Inc., a new firm of leading local citizens [BROADCASTING • TELECASTING, June 18].

Opposition last week was filed by Paul A. Porter, of the Washington law firm of Arnold, Fortas & Porter, on behalf of Georgia Tech, WGST licensee. Mr. Porter last April was named a deputy assistant attorney general for the State of Georgia to handle WGST's case.

Ask License Surrender

Petition pointed out that Commission had specifically stipulated that authorization for WCON-TV was not to be issued "except simultaneously with the cessation of operation of WSB-TV and *surrender of its license*" [emphasis supplied in petition]. FCC also directed, according to the opposition, that on or before Sept. 15, 1950 application for license to cover WCON-TV's CP was to be filed, and that license of WSB-TV was to be surrendered for cancellation.

WGST said that the present TV quota of channels 2, 5, 8 and 11 to Atlanta would be altered under the FCC proposed allocation plan to move channel 8 from Atlanta to Athens, allowing the present WSB-TV to move to channel 11. Since Atlanta Newspapers would have channel 2 and WAGA-TV already has channel 5, WGST and other applicants will be foreclosed from VHF assignments in that city, the petition claimed.

"The net effect is to give Broadcasting Inc. a vested right in channel 8 if it should be restored to Atlanta or a vested right in channel 11," WGST declared.

Surrender of license, not its transfer or assignment was specified in the Commission's order of last year," continued the petition, adding that the "attempt" to sell the license is in "complete defiance" of the order.

WGST cited communications to the FCC by the parties in the newspaper merger and subsequent FCC letter of reminder and referred to "direct contravention of the Commission's mandate and the assignee's own representations."

Tried to Buy WSB-TV

Petition referred to WGST's record in the broadcasting field and said that WGST had sought to buy the facilities of WSB-TV, "with a full view towards ultimate comparative consideration with other applications but Atlanta Newspapers Inc. refused to consider its offer." Public interest demands "experienced qualified applicants" be afforded comparative consideration with competitors for the facility, WGST claimed.

Grant of the assignment application would violate the decision of the Supreme Court in the Ashbacker Radio Corp. case, which held that a licensee does not have a vested interest in any frequency, the opposition declared.

In summation, WGST urged that in alternative: (1) the assignment application be dismissed with prejudice, or; (2) the application be placed in the pending file until the TV freeze is lifted, and then put in comparative hearing with other Atlanta TV requests or; (3) the application be designated for hearing and WGST made a party thereto.

HEARING DELAY
ASCAP Formula Sought

THREAT of litigation between ASCAP and the nation's TV broadcasters, which has hovered over the world of video music since last December, was postponed for another two weeks on Thursday, when committees representing the TV station operators and the society agreed to continue negotiations at least until July 9.

Decision to work a little longer on their attempt to reach a satisfactory formula for the payment for the use of ASCAP music on television was announced at the end of a two-day meeting between the All Industry TV Per Program Committee and the TV Committee of ASCAP, held at ASCAP headquarters in New York. Details of the discussions were not revealed as "too tentative to be made public at this time for fear of destroying progress made so far," according to a committee spokesman. He added that "satisfactory progress" had been made and said that counsel for the parties will continue to meet during the coming fortnight, with the full committees being recalled if and when that should be desirable.

Long Negotiations

The two groups have been striving to work out a TV music program fee arrangement for about a year and a half. Former Federal Judge Simon H. Rifkind is special counsel for the All-Industry Committee, and with the group's regular counsel, Stuart Sprague, has been discussing the problem with Herman Finkelstein, general attorney of ASCAP. These discussions seemed promising enough that the stipulated June 10 deadline was postponed—first to June 11 and now to July 9—in hope of reaching agreement without resort to litigation.

Meanwhile, some 55 TV stations have authorized legal action if needed and have contributed more than $25,000 to support the committee in any activity on their behalf.

All-Industry Committee members attending last week's meeting were:

Chairman Dwight W. Martin, WLWT (TV) Cincinnati; Nathan Lord, WAVE-TV Louisville; Irving Rosenhaus, WATV (TV) Newark; Robert D. Swezey, WDSU-TV New Orleans; Eugene S. Thomas, WOR-TV New York; Edward McCrossin, DuMont TV network; Thomas N. Dowd, Pierson & Ball, attorney for Yankee and Don Lee networks and other broadcasters. Unable to attend were Roger Cliff, WFIL-TV Philadelphia; Richard Shafto, WIS Columbia, S. C.; Howard Lane, Field Enterprises.

Messrs. Rifkind and Sprague and Ben Schankman of Judge Rifkind's staff, were also present. ASCAP was represented by Richard F. Murray, George Hoffman and J. M. Collins, all assistant general managers, and Mr. Finkelstein.

Fair Trade Parley

(Continued from page 64)

ference between adapters and converters and scored the claim you can "adapt your set to color for $40."

To that end RTMA recommended prohibition on advertisements stating or implying that (1) a device will convert an existing TV receiver to receive color without also stating the size of the resulting picture if it will be smaller than the original picture; (2) an adaptor or other device for color TV is capable TV pictures in color; and (3) that a TV set with a built-in antenna will perform as satisfactorily as one using an outdoor antenna.

The practice of some manufacturers claiming that a built-in antenna is adequate without equivocation was scored during the meeting. RTMA also proposed rules governing sponsorship, alteration of brand names, deceptive use or change of cabinets, imitation of trade marks, commercial bribery, and so-called "spiffs" or "push money." Many of the suggestions also were supported in drafts prepared by NEDA, NARDA, NACRM, and NTDA.

Question of discounts among dealers also was raised. Judge Van Allen posed the degree of responsibility among manufacturers for price policy. Mr. Butz said informally FTC's feeling is that the responsibility rests on all groups—manufacturers, dealers, distributors, etc. One representative suggested flatly that FTC can not promulgate price-fixing.

Mr. McDaniel said that as a trade association, RTMA could not concern itself with price policy within the industry and felt the question of discounts, warranties, etc., also were beyond its realm. Gratuities and bonuses to dealers to push national brands also was aired during the discussion, as was the relationship of manufacturers to distributor subsidiaries.

Edwin Dempsey, executive director, National Television Dealers Assn., charged that approximately 4 million out of 12 million sets now in use were defective when received by dealers, costing them an estimated $10 million annually in labor. NTDA requested a rule prohibiting manufucturers from charging dealers for complete TV sets where they receive frequently "an assemblage of parts in a cabinet."

Tom Mix TV Series

RICHARD K. POLIMER, president of Inspiration Pictures, Hollywood production unit, has closed a pact with the Tom Mix estate to film a series of TV Westerns in color bearing the late cowboy star's name. David Todd Jr. will be production manager of the Westerns. Mr. Polimer is in New York with the first of three completed scripts to consult with agencies and sponsors and launch a nationwide talent search for an actor to portray Tom Mix.

TV CONVERTER

Shown by Westinghouse

A NEW built-in UHF television tuner and a separate UHF converter, both permitting reception of the full UHF range, were demonstrated by Westinghouse's Television-Radio Div. last Tuesday at Bridgeport, Conn.

J. F. Walsh, division sales manager, who conducted the showing for Westinghouse distributor representatives including top officials of Westinghouse Electric Supply Co., emphasized that sets employing either the continuous tuner or the converter can still tune all existing VHF channels as well as the full UHF range, and that no additional modifications are necessary.

He said it was impossible to estimate retail prices now. The new tuner, he said, can be installed in a majority of Westinghouse TV receivers, while the converter, can be connected to all Westinghouse TV sets now in use.

RURAL RADIO

USDA Signs Iowa State

CONTRACT has been signed by U. S. Dept. of Agriculture and Iowa State College for research on techniques of presenting farm information to urban and rural viewers. Project is an extension of TV research activity within the department under federal funds, under direction of Kenneth M. Gapen, assistant director of information.

Iowa State operates WOI-TV Ames. The effectiveness of TV programs will be tested by audience reaction surveys conducted by the college. G. M. Browning, associate director of the Iowa Agricultural Experiment Station, and C. R. Elder, agricultural extension editor, are to direct the research project.

CBS Hollywood has leased Keywest Studios for manufacture and storage of TV scenery and props.

Capitol Telecasts

(Continued from page 65)

but puts a witness on the stand without knowing what he's going to say is "a plain fool." A primary function of a Congressional hearing is to give the public the facts and to build public opinion, he said, "and television does that perfectly."

Agrees With Rifkind

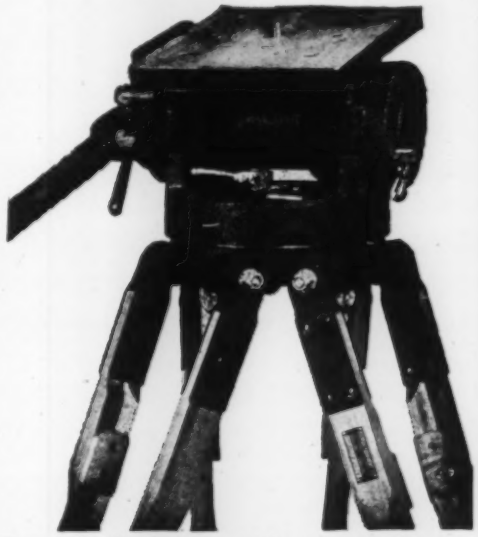
He agreed with Judge Rifkind that there is a difference between hearings and trials, but he recalled that a lot of trials have been turned into circuses without the benefit of television. He added that "one way to stop such horsing around is to have TV cameras on hand and all the public watching."

"I think," Mr. Halley concluded, "that public interest will require that we let the public know what's going on and give the public a chance to raise its voice and the encouragement to do so."

Floating Action! **for all TV Cameras**

'BALANCED" TV TRIPOD

(Pat. Pending)



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

Telestatus

(Continued from page 66)

and wine were second with 143. Toilet requisites totaled 106 for third place.

TOP TV NETWORK ACCOUNTS BY NUMBER OF STATIONS USED

Sponsor	Programs	No. of Stations
	NBC	
1. DeSoto	"You Bet Your Life"	61
2. Hunt Foods	"Kate Smith Show"	61
3. Manhattan Soap Co.	"One Man's Family"	61
4. Texas Co.	"Texaco Star Theatre"	61
5. Crosley Div.	"Show of Shows"	61
6. Swift & Co.	"Show of Shows"	61
	ABC	
1. Ralston Purina Co.	"Your Pet Parade"	62
2. B. T. Babbitt	"Two Girls Named Smith"	60
3. Maiden Form Brassiere Co.	"Faith Baldwin Theatre"	58
4. General Mills	"Stu Erwin Show"	54
	CBS	
1. Coca-Cola Co.	"Charlie McCarthy Show"	62
2. Nash-Kelvinator Corp.	"Morton Downey Show"	55
3. American Tobacco Co.	"This Is Show Business"	53
4. Philip Morris & Co.	"Horace Heidt Show"	53
5. Procter & Gamble	"First 100 Years"	53
	DuMONT	
1. Drug Store TV Productions	"Cavalcade of Bands"	24
2. General Foods Corp.	"Captain Video"	23
3. Drug Store TV Productions	"Cavalcade of Stars"	20
4. Johnson Candy Co.	"Flying Tigers"	20

U. OF ILLINOIS

Gets Educational TV Funds

THE U. of Illinois last week fell heir to a $90,000 TV transmitter, the gift of General Electric Co. Also the National Assn. of Educational Broadcasters, whose headquarters are at the university, was given $245,350 by the W.K. Kellogg Foundation.

The new windfalls will help the school to go into educational telecasting, assuming it is granted an educational channel by the FCC, and will bolster the NAEB plan for building big educational radio shows. Recently the NAEB got $300,000, to be administered by the Lowell Institute of Boston, from the Ford Foundation to produce five series of programs.

The Kellogg grant last week will be used to some extent for administrative purposes in the NAEB project.

The GE transmitter gift was announced by George D. Stoddard, president of the U. of Illinois who said that the university was building a 580-foot tower.

Wilbur Schramm, dean of the university's division of communication, told BROADCASTING • TELECASTING that the university hopes eventually to connect its Chicago and Champaign campuses by TV relay. He said that the school needed to build studios and acquire equipment in addition to the transmitter. Funds for those projects will have to come either from philanthropic grants or from state allotments. The university's division of communication is maintained by money allocated by the state legislature.

PEL SCHMIDT (l), prominent in Maryland radio for more than a decade, has joined WAAM (TV) Baltimore as local sales manager. Mr. Schmidt formerly was an account executive at WITH Baltimore. Welcoming him to WAAM are Ken Carter (c), general manager, and Armand Grant, assistant general manager in charge of sales.

Allocation Deadlock

(Continued from page 63)

to cause delay when I wrote the letter. I felt then and I feel now that the Commission can adequately dispose of the legal objections without unduly delaying the ultimate lifting of the television "freeze" and perhaps in fact save many months of delay thereby.

Your action in this Memorandum Opinion and Order proves once again that the Commission is acting in the public interest.

The oral argument Thursday was ordered upon those portions of petitions by FCBA, WKMH Dearborn, Mich., and WTTM Trenton, N. J., relating to the general legal issues of allocation and reservation. FCC asked that participants "give particular attention" to the following questions in their arguments:

A. Whether pursuant to the provisions of Sections 1, 4(i) and (j), 303(a), (b), (c), (d), (f), (g) and (r), of the Communications Act, the Commission may, as public convenience, interest, or necessity requires.

(1) Prescribe as a part of its rules and subject to change through rule making a table specifying the channels upon which television station assignments may be made in specified communities and areas; and

(2) Designate and reserve certain of the assignments provided in such table for use by noncommercial educational television stations.

B. Whether and to what extent the provisions of Section 307(b) of the Communications Act affect the authority of the Commission to make such provision for television channel assignments.

C. Whether the provisions of Section 307(b) of the Communications Act, if applicable, are met, if

(1) The assignment table prescribed by the Commission provides reasonably for a fair, efficient, and equitable distribution of services among the several states and communities, and

(2) The rules and procedure of the Commission provide a reasonable opportunity for change or modification of the table through rule making, rather than through consideration of individual applications inconsistent with the table, whether or not they are mutually exclusive with other applications, and

(3) The Commission in acting upon mutually exclusive applications consistent with the table takes into account the provisions of Section 307(b) with respect to fair, efficient, and equitable distribution of services among states and communities.

D. Whether the provisions of Section 309(a) of the Communications Act with respect to hearings on applications preclude the Commission from adopting through rule making engineering standards, tables of channel assignments, or other rules or regulations which prescribe the basis upon which applications may be considered.

E. Whether the provisions of Section 307(c) of the Communications Act limit in any respect the Commission's authority to reserve channels in the assignment table for use by noncommercial educational television stations.

FCC specified all parties wishing to argue must show in their notice of appearance what side of the issue they will present. Supporting briefs may be filed through tomorrow (Tuesday), the Commission said.

NARTB by late Thursday had not decided whether it would take part in the argument. NARTB initially supported a pre-determined allocation plan but vigorously opposed educational reservation.

DuMont is understood planning to argue in support of allocation by rule-making and is believed would not be favorably disposed toward abandonment of this policy for any "informal allocation guide" procedure. DuMont earlier charged the educational reservation proposal was "unrealistic" and "impractical."

DuMont meanwhile has suggested an amendment to the Communications Act to Sen. Johnson which would grant FCC specific power to make a firm TV allocation plan. Reportedly endorsed by NARTB Board Chairman Justin Miller, the proposed amendment would be used if it is felt the present law might be found not to support fully the Commission's authority in this respect.

ABC also is expected to participate in the argument, although its views had not been officially disclosed. It is believed ABC may favor an allocation plan as a guide.

JCET's Stand

The Joint Committee on Educational Television is expected to argue for holding firm to allocation by rule-making in addition to supporting legality of the educational reservation.

Views on the allocation problem among Washington attorneys last week ranged widely. Some felt no plan, formal or informal, is legal and FCC should act only upon firm applications for specific channels in specific locations, while others see no end of delay, chaos and conflict unless the allocation is fixed by rules. Still others take the middle road, considering an allocation guide will best settle the deadlock.

They all seemed agreed, however, that further delay in lifting of the freeze should be averted at all reasonable cost.

To most minds this appears to mean cutting to the bone the forthcoming city-by-city allocation hearing, which many also agree will have to be covered in one form or another whether the fixed allocation table or informal allocation guide wins out in the legal battle.

Even if only about half of the original 700 "participants" who filed comments plan to give further testimony on their respective proposals, and each presentation and cross examination is limited to one hour, observers estimated an oral hearing would run 30 weeks, or 7½ months. This would be upon basis of FCC's sitting its usual three days weekly in such a proceeding.

Few seem to feel many participants will be able to make their direct presentation anywhere near within an hour, let alone include cross examination.

Westinghouse's petition, noting the freeze has been in effect since Sept. 30, 1948, and some 700 parties have indicated their intention to take part in the city-by-city hearing, asked FCC to enter an order "permitting your petitioner to submit all of its direct testimony and evidence in writing on July 9, 1951, or at such later date as may be specified by the Commission, with the same force and effect as if such testimony and evidence had been presented orally at the hearing scheduled to begin on said date."

This would be upon condition all rights as a party would be preserved, Westinghouse stated.

'MASTER PLAN'

More Outlets by March—Coy

IF the FCC could issue a decision on its television allocations by the first part of January 1952, it could begin authorizing new TV stations in March 1952, FCC Chairman Wayne Coy has advised readers of the *Oregon Daily Journal*. The June 12 guest editorial entitled "TV Master Plan" was inserted in last Wednesday's *Congressional Record* by Rep. Homer D. Angell (R-Ore.).

The by-lined piece gave a resume of the post-war history of television problems that confronted the FCC and described the "tedious, painstaking" work that went into the allocation plan. He said that under the Commission proposal, the country can have as many as 2,000 stations.

Mr. Coy stated that the addition of color will have a "highly accelerating" effect on TV development and said that the trend in other mediums is toward more color.

Council TV Forum

A "Films on Television" all-day forum of the National Television Film Council will be held Wednesday at the Warwick Hotel, New York, to celebrate the organization's third anniversary. Founded by Melvin L. Gold, National Screen Service advertising and publicity director, the council's function has been "the standardization of business procedures for films on television . . . and the research and development of film for use on video," the official said.

Film Report . . .

TAURUS PRODUCTIONS, Hollywood, organized by **Mary Ross** to film bull fights in Tijuana for TV. Films will be cleared through **American Humane Society** before offered to stations. Filming will be done every two weeks under direction of **Mort Halpern**, production head.

* * *

BEACON TELEVISION **Pictures Inc.**, Boston, announces *Goin' Places With Gadabout Gaddis*, new quarter-hour outdoor-fishing series featuring fishing trips to a different place each week. Subjects include tarpon fishing in Tampa Bay, trout fishing in the Adirondacks, surf casting on Cape Cod, and others ranging from Canada to the Florida Everglades.

* * *

ROYAL FIVE **Productions**, Hollywood, headed by **Bill Scott Brown**, is planning series of 25-minutes color films for TV titled *The Calico Kid*. **Don Stewart** is writer, with **Christine Jensen** and **Victor Cordero** supplying original songs. Mr. Brown is producer-director.

* * *

ALLARDALE **Productions Inc.**, headquartered at **Hal Roach Studios**, Culver City, Calif., has started filming series of 15 minute TV comedy shorts starring **Arthur Blake**. They will be made at rate of four monthly, under title *Hollywood Star Time*, according to **Albert Allardale**, executive producer.

* * *

WILLIAMS Productions, L. A. has completed 16 films in new quarter-hour television film series. Five of the films will be packaged into one feature entitled *Quintette*. Same firm has also acquired American TV rights to 26 English feature films made in last 10 years.

* * *

SCREEN GEMS **Inc.**, New York, announces that sale of TV *Disc Jockey Toons* for use of TV disc jockeys will begin in six markets about Sept. 15. Producer **Will Baltin** said negotiations had been completed with **Harold Kaye**, Mail Order Network head and executive in charge of TV at **Dorland, Inc.**, New York, for premiere showing at that time. Series will include cartoons, live action entertainment, shadowgraphs and silhouette dancing.

FIRST MILESTONE

KPRC-TV, 'Post' Collaborate

SECOND annual Television Show sponsored jointly by the *Houston Post* and KPRC-TV drew over 40,000 spectators in three nights as the station marked its first birthday anniversary with elaborate promotion, according to Jack Harris, general manager of the *Post* stations (KPRC-AM-FM-TV).

Local distributors cooperated with the newspaper in the three-day celebration, which was held at Houston's City Auditorium. Nine TV receivers were awarded at a special drawing along with a 90-day service policy and a year's subscription to a television magazine.

Commemorating the special occasion, the *Houston Post* June 10 published a special TV-radio Section supplement reviewing the station's plans for live network program coverage. Work is to begin on TV facilities (probably microwave relay) linking Houston with Kansas City. A coaxial cable tie-up between Dallas and Houston also is under construction. Completion of all facilities would link Houston with both the East and West Coasts late in 1952.

The *Post* recounted that the number of TV sets and programs have tripled in the past year. Additionally, Mr. Harris in a signed full-page advertisement noted that KPRC-TV production facilities and staff have doubled, and that program fare has increased from 35 hours to 85 hours per week. He also predicted other developments, including programming from mid-morning to late evening, and addition of new TV stars, to supplement the array carried by KPRC-TV the past 12 months.

upcoming

June 24-27: National Industrial Advertisers Assn., Annual Conference, Waldorf-Astoria, New York.

June 25-29: Summer General Meeting, AIEE, Toronto, Ont.

June 26: NARTB - Radio - Television Manufacturers Assn. FM Conference, NARTB Hqtrs., Washington.

June 26: Directors Meeting, BMI Canada Ltd., King Edward Hotel, Toronto.

July 7-13: International Advertising Conference, London, England. U. S. registration handled by E. G. Borton, AFA, 330 West 42nd St., New York 18.

July 9: FCC City-by-City TV Allocations Proceeding Begins, Washington.

July 27-29: Carolina Radio News Directors Assn., Ocean Forest Hotel, Myrtle Beach, S. C.

Aug. 2-3: Annual Conference on Radio in Education, Workshop and Clinic, Indiana U., Bloomington.

Aug. 5: Arkansas Broadcasters Assn. First Annual Sales Clinic, Hot Springs, Ark.

Aug. 20-25: AIEE Pacific General Meeting, Portland, Ore.

Aug. 22-24: Institute of Radio Engineers Western Convention and Seventh Annual Pacific Electronic Exhibit, Civic Auditorium, San Francisco.

Aug. 23: Illinois Assn. of Broadcasters, First Summer Meeting, Pere Marquette State Park.

Sept. 15: Presentation of First Annual Edward L. Bernays Foundations Radio-Television Award by American Sociological Society.

Sept. 17-21: Premium Advertising Assn. of America, New York Premium Centennial Exposition, Hotel Astor, New York.

RCA TUBES

The standard of comparison

RCA-5671—for 50-kw AM transmitters

IT SAVES YOU

$1300 a year!

This high-power triode is still setting new records for economy and long service* in broadcasting. Thoriated-tungsten-filament design reduces filament power 60% over previous pure-tungsten-filament tube types . . . *saves you $1300 or more a year on filament power alone* for a 50-kw transmitter. The improved air-cooled radiator reduces tube weight approximately 100 pounds . . . makes for easier handling . . . lowers cost.

Make your RCA Tube Distributor "local headquarters" for the tubes you need. He knows the business. For prompt action, call him!

*Service records on request

RCA RADIO CORPORATION of AMERICA

ELECTRON TUBES — HARRISON, N.J.

Code for Radio-TV

(Continued from page 27)

as part of the time allowed for advertising, provided that each such billboard does not exceed 10 seconds in the case of a program sponsored by one advertiser, or 20 seconds in the case of a program sponsored by multiple advertisers.

(B) Opening and closing billboards in television programs are not counted as part of the time allowed for advertising, provided that they are limited to the identification of the sponsor or the sponsor's product advertised on the program, and provided also that each such billboard does not exceed 10 seconds in length.

In both TV and radio, the code says, NBC will seek to avoid "cowcatcher" and "trailer" announcements.

Costuming Standards

Respecting TV costuming, the standards provide that "nudity or costumes permitting indecent exposure are not allowed. Scenes involving disrobing are generally avoided and are used only when essential to the plot, in which event they are presented in a manner which avoids indecency."

On the subject of political broadcasts, "NBC seeks to have the various sides of political issues presented to the public fairly and adequately." Since the network cannot censor political speeches for defamatory material, "political speakers are required to indemnify NBC against liability arising from material broadcast by them."

* more LISTENERS IN THE LEBANON VALLEY MARKET THAN ANY OTHER STATION

Station	Morn.	Afternoon	Evening	Average
WLBR	10.8	9.2	8.5	9.4
B	4.8	4.3	5.2	4.7
C	.5	.9	2.6	1.4
D	1.0	.7	1.6	1.0

* Robert S. Conlan Survey

WLBR AM FM

LEBANON, PA. • 1000 WATTS • 1270 KC

The STAR MARKET of Central Pennsylvania

REACHES THIS RICH 300 MILLION DOLLAR MARKET IN SIX COUNTIES

JULIAN F. SKINNELL—Operations Mgr.
Represented by RAMBEAU

PACKAGE FIRM

Formed by Roosevelts

FORMATION of Roosevelt Enterprises Inc., New York, TV and radio package and production firm, was announced Wednesday by Elliott Roosevelt, president of new organization. John Roosevelt, vice president of Lee Pharmacal Co., is executive vice president, and Noran Kersta, former radio-TV vice president of William Weintraub Agency is vice president and sales manager.

Properties include a series of 52 half-hour marionette tales, *Once Upon a Time*, with narration by Mrs. Eleanor Roosevelt; *Actors Studio*, dramatic TV series and winner of Peabody Award on ABC in 1949; two 15-minute daytime serials, *For Better, for Worse*, and *I'm Annabell;* half-hour musical comedy, *Mermaid Gardens;* 30-minute antique-evaluation and participation show, *Treasure Hunt;* audience participation quiz show, *When Your Ship Comes In*, and food program, *Pleasures of the Table.*

At least one other show, a mystery series, is in production.

Although no definite sponsorship plans have been completed, several of the shows are under option to prospective advertisers. Other associates of Roosevelt Enterprises, which is located at Park Sheraton Hotel, New York, are: Dee Tucker, director and producer of Eleanor Roosevelt programs, and Henry Morganthau III, executive producer of *Mrs. Roosevelt Meets the Public* and former program director of WNEW New York.

Organizing trio of new Roosevelt Enterprises Inc., New York, comprises (l to r) John Roosevelt, executive vice president; Noran Kersta, vice president and sales manager; Elliott Roosevelt, president.

* * *

L.A. DRIVE

AFL Combats CIO

LAUNCHING its threatened campaign against CIO "invasion" of the amusement field, Los Angeles Central Labor Council of the AFL has set up a Radio & Television Organizing Committee and started issuance of pamphlets to present its side of the controversy to workers at radio and television stations.

First pamphlet is entitled *Radio and Television Workers, Look Before You Leap* and stated the committee's intention to "expose the unholy alliance within the television industry, which is now attempting to destroy the gains which the AFL unions in the amusement industry have built and maintained."

Berating various CIO unions, the pamphlet urged workers to "think before you finally decide who should be your bargaining agency," and not to be misled by "false propaganda."

Chief target in the AFL campaign is the National Assn. of Broadcast Engineers and Technicians which is affiliated with the CIO.

Another factor which helped bring on the storm was the appointment of George Mulkey, representative from the IBEW (CIO) international office to take over management of Los Angeles Local 45; resignation of Roy Tindall, business manager of the local who had disagreed with international policies of the IBEW, and Mr. Tindall's subsequent joining of NABET as national representative. Mr. Tindall is particularly singled out for criticism in the pamphlets.

IBEW and NABET are currently vying for representation of technicians and engineers at several radio and TV stations in the area [BROADCASTING • TELECASTING, June 18].

CAMPAIGN COSTS

Benton Cites Radio-TV

SEN. WILLIAM BENTON (D-Conn.) last week cited radio-TV costs in campaigning in stressing the rising electioneering budget of candidates for public office.

His comments were presented to the Senate Executive Expenditures Committee looking into Congressional procedures. According to the Senator, "for one half hour on TV and radio in the 1950 campaign, the Democratic National Committee is said to have spent $100,000. If it wasn't so in 1950, it will be in 1960, and perhaps for 15 minutes." Sen. Benton said reportedly $10 million was spent to elect the 82nd Congress.

The Senator also told the committee the Kefauver Crime Committee telecasts were "landmarks in public education," adding, "civic education of this kind was one of the things Sens. Hunt, Bricker and Saltonstall and I had in mind when we introduced our resolution and bill on television two or three weeks ago. I commend [them] to your committee . . ."

Vincent Appointment

KENNETH T. VINCENT of Cunningham & Walsh Adv. Agency, New York, has been appointed an executive of Campbell-Ewald Co., New York, it was announced last week. He will be a member of the Campbell-Ewald plans board of both the New York and Detroit offices, with headquarters in New York for the present.

RADIO VETERANS

Form Chicago Group

OLD-TIMERS in Chicago radio, who can boast of 25 years' experience in the industry, met for dinner Thursday night at the Radio Club to organize Les Vingt' Cinq Ans (The Twenty-Five Years).

Jack Russell, vice president of Mutual Entertainment Agency, with Jules Herbuveaux, NBC Chicago manager of television, and Roz Metzger, vice president and radio director of Ruthrauff & Ryan agency, proposed the informal organization for radio veterans because "we would like to emphasize that Chicago radio has accomplished much."

The club may "offer indisputable proof of the durability of Chicago as a radio center, as well as the people who have created it," Mr. Russell added.

Among those 25-year veterans invited were Walter Preston, George Isaacs, Gene Dyer, George Poessler, Sen Kaney, Norman Ross, Eugene F. McDonald Jr., Judith Waller, Carol Myers, Cong. Richard Hoffman, Glenn Snyder, Paul Galvin, Ralph Atlass, Emil Denemark, Herbie Mintz, Harold Stokes, Al Morey, Joe Rudolph, Howard Neumiller, Rex Maupin, Herb Carlin, Edgar Bill, Art Linick, Kaye Ronayne, Frank Sylvano, Pat Flanagan, Don Lavery, Lawrence Salerno, Joe Kayser, Art Jacobson, "Tweet" Hogan, Wayne King, Dave O'Malley, Eddie and Fannie Cavanaugh, Marty Bloom, Joe Gallicchio, Bob Trendler, Earl Hoffman, F. C. E. Lund, Gus Edwards, Everett Mitchell, Al Melgarde, Mr. and Mrs. Preston Sellars, Quin Ryan, Frankie Masters, Fred Killian, Jerry Sullivan, Ray Jones and Cliff Soubier.

NBC's Silver Jubilee

A WEEKLY interview series, *Silver Jubilee of NBC*, was to be started on the network last Saturday, 11:15 p.m., as part of the summer-fall observance of NBC's 25th anniversary. Vincent Lopez, orchestra leader, who appeared on the first NBC broadcast on Nov. 15, 1926, was to be first guest on the series, in which Ben Grauer will interview radio personalities selected for their contributions to the growth of the industry. The series is produced by Samuel Kaufman, directed by Jack Cleary, and written by Jack Wilson.

'Giveaway' Case

CHICAGO Federal District Court June 11 continued the giveaway case of Radio Features (now known as Walter Schwimmer Productions) vs. the U. S. until October pending the outcome of a similar case in New York. Litigation is taking place there in the Southern District Court, and was brought by the networks against the FCC decision against giveaways. Parties in both Chicago and New York gained orders for restraining injunctions about two years ago.

WHAT A "SPOT" TO BE IN
WTTN
The Nation's Richest Farm Market
Survey average of 50.8% tuned every hour to good listening.
WTTN WATERTOWN, WISCONSIN

Strictly Business

(Continued from page 18)

Advertising Club as best of the year.

That honor, when he was dubbed the "miracle man of merchandising," is only one of many that has come Mr. Schafer's way in the past few years. All of them serve as proof that opportunity still abounds on the Main Streets of America. For it was from a basement home-owned business in the state of North Dakota that this business started and is still growing with the pace of his mile-a-minute fountain of ideas.

The Horatio Alger route to fame and fortune included stints as a traveling salesman, a haberdashery clerk, a door-to-door silk stocking salesman, a farm laborer and a whirl at daredevil "human fly" performances.

North Dakota dealers remember the 230-pound salesman for a local hardware supply concern from his peddling days only 10 years ago. Dissatisfied with the product he was selling, Mr. Schafer decided to start his own floor wax business. He personally called on housewives and replaced the inferior wax with his improved product.

Takes Carload Order

Mr. Schafer hit the jackpot in 1945 when he was offered the rights to a chemical formula developed during the war for cleaning windshields on airplanes. He took a chance on a carload order of the pinkish liquid which the young North Dakotan tagged Glass Wax. Before the carload arrived, he had already sold twice that much and wanted more.

Housewives clamored so loudly for the product in test markets that Mr. Schafer gambled everything on cracking Chicago. Radio was included in a full-scale attack via all media. Within six weeks, 44% of the housewives in Chicago were using Glass Wax.

Similar markets were opened in Cincinnati, Detroit, Cleveland, New York and on and on until the nation was his marketplace. Mr. Schafer is proud of the capital of that market—Bismarck, N. D.

For it was in Bismarck that he spent six years as clerk in the Dahl Clothing Store dreaming about the opportunities which have come his way. America, he believes, is typified by the wheat fields of North Dakota which reap golden harvests from such dreams.

After traveling thirty to forty thousand miles a month visiting distributors and dealers, Mr. Schafer can return home to Bismarck and keep his perspective.

He is a member of the Shrine, Elks, United States Chamber of Commerce, National Sales Executives and Minneapolis Athletic Club.

In Bismarck he is proudest of the fact that he is a director of the local Assn. of Commerce. And its members are proud of him. Today, recalling Schafer's early sales calls, home state dealers proudly display the Gold Seal products which include Glass Wax, Wood Cream and a self polishing floor wax. At present, Mr. Schafer is testing the market with a powdered bleach called Snowy.

WOOF Power Boost

INITIAL DECISION recommending that WOOF Dothan, Ala., be granted an increase in power from 1 kw to 5 kw, operating daytime only on 560 kc, was issued June 11 by FCC Hearing Examiner Leo Resnick. In his conclusions, the examiner noted WOOF through measurements showed no objectionable interference would be caused to either WQAM Miami or WIS Columbia, S. C.

IN RECOGNITION of his contributions to the Kentucky Broadcasters Assn. and the industry generally, Robert T. Mason (l), WMRN Marian, Ohio, has been designated a Kentucky Colonel. Mr. Mason, who also is NARTB District 7 director, is shown accepting a "Colonel's" certificate from J. Porter Smith, WGRC Louisville, retiring KBA president. Presentation took place at the Kentucky Broadcasters Assn. meeting.

WARTIME MARKET

Firms Urged to Advertise

THOUGH a sellers' market results from a war economy, the committee on advertising of the U. S. Chamber of Commerce urged advertisers to keep their name before the public. This was the Chamber's answer to those who asked, "What's the point in spending money on advertising when I've got more orders now than I can possibly fill?"

As "danger of curtailing advertising, the Chamber pointed to a case history: During World War I, demand exceeded supply of Pear's Soap, Force Breakfast Food and Sweet Caporal Cigarettes. To "save money," the Chamber reported, these companies stopped advertising for the duration. These companies were never able to regain a high degree of acceptance.

Radio Buyers want . . . fast facts

STATE STATISTICS
NETWORK RATE FINDER
STATIONS IN MAJOR U.S. CITIES
REGIONAL AND STATE RATE FINDER
MAPS
1951 CENSUS DATA
COUNTY BY COUNTY BREAKDOWN
SPOT RATE FINDER
BROADCASTING
TELECASTING
MARKETBOOK
"The BROADC NG Marketbook is the most va le tool for buying radio and vision time that has appeared cent years."
NG TIME BUYERS RELY HE BROADCASTING MARKETBOOK

Publication Date: August 13
Circulation: 17,000

RESERVE SPACE NOW!

air-casters

JOHN WRISLEY appointed program director WFGM Fitchburg, Mass., succeeding **ED PENNEY**, now with WTAO Cambridge, Mass.

PHILIPPE de LACY, night time executive director KTTV (TV) Los Angeles, named assistant program director of station. Other station changes include: **JOHN ROVICK**, staff announcer, named chief announcer; **BOB SEAL**, head of traffic department, named head of new department as production coordinator; **JAMEE JAMET** secretary on *Hollywood Studio Party*, appointed acting traffic manager.

CHUCK GAY, director of radio and television Kircher Helton & Collett Inc., Dayton, appointed sales promotion manager WHIO-AM-TV Dayton.

C. D. CRITES appointed publicity and promotion director WAVE-AM-TV and WRXW (FM) Louisville, replacing **BOB ELVERMAN**, appointed promotion director for Louisville Community Chest.

JOHN PHILLIP SHERIDAN named continuity director WRFD Worthington, Ohio.

ROBERT F. SPINA, commercial department WCPO Cincinnati, appointed program director and promotion manager WMOH Hamilton, Ohio.

TONI LAMM, production staff CBS Hollywood, named production office manager for network.

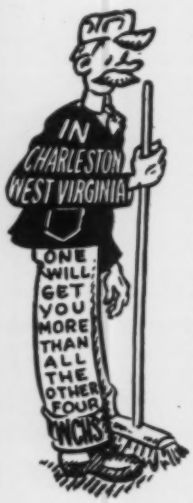
Mrs. MARGARET SCHAFFERT continuity acceptance department NBC Hollywood, named assistant commercial editor of department.

RALPH P. WIETHORN, chief announcer WKJF (FM) Pittsburgh, appointed program director, replacing **WILLIAM LOTT**, now at WDTV (TV) Pittsburgh.

Mr. Dick Hurley
Compton Advertising, Inc.
New York City

Dear Dick:

Folks in th' WCHS area 'round Charleston, West Virginny, reely lissens ter th' radio. 'Course they've had lots uv good thin's ter lissen at, 'cause WCHS has allus given tops in entertainment ever since hit went on th' air, so's they's got th' habit. But Dick, do you know thet in th' evenin's here thet durned near 33% uv th' homes have their radios turned on? An' 'nother thin', Dick, 46.3% uv them is turned ter WCHS at 580! That ud be good anywhere, but here whur they's five stations in town, hit's shore sumpthin' when WCHS has as many evenin' lisseners as th' nest three rankin' stations combined! That's sumpthin ter keep in mind!



Yrs.
Algy

WCHS
Charleston, W. Va.

FRANK DeVOL, has signed for fourth consecutive year as musical director-arranger CBS *Tide Show* starting Aug. 27. Sponsor is Procter & Gamble.

JEANNE GRAY, m.c. of five weekly *Jeanne Gray Show* on KTSL (TV) Hollywood, signed to a two-year CBS-TV contract.

RALPH LEVY, CBS-TV Hollywood producer-director, elected to board of directors Academy of Television Arts & Sciences.

VIC ROWLAND named acting director of ABC Western Division publicity department on a pro tem appointment. He temporarily takes over duties of **JERRY ROSS** who reported June 22 to active duty as captain in Air Force.

JOHN SMOOT, program director WKAI Macomb, Ill., recalled to active duty with Navy.

BOB ROBB, ABC Hollywood TV continuity acceptance editor, elected senior vice president for air, Dept. of California, Reserve Officers Assn. of the U. S.

HARRY LIGHT, WSAN Allentown, Pa., to WARD Johnstown, Pa., replacing **DAVE SHALLENBERGER**, recalled to active duty in Marines. **JAMES HAYNES**, WCRO Allentown, to announcing staff WARD. **JOE SMITH**, WARD, to handle sports and promotion exclusively for station.

ALAN FREED, WXEL (TV) Cleveland, signed to daily disc jockey show on WJMO Cleveland.

JOHNNY CLARKE appointed announcer-producer WOR New York. Mr. Clarke is also father of boy, John Timothy, born June 15.

WALLY PEARSON, announcer WMT Cedar Rapids, Iowa, called to active duty with Army. **BOB LILLY** replaces him.

JACK BENNY, star of his own CBS AM-TV shows, will head talent list at Illinois State Fair, August 18, 19, following his return from entertaining troops in Korea.

JEANETTE M. LEOPOLD, traffic manager WFBR Baltimore, elected president of Women's Advertising Club of Baltimore.

HAZEL MARKEL, women's commentator MBS, presented "Liberty Bell Award" from U.S. Treasury Dept. for "outstanding support she has given to the U.S. Defense Bond drive."

RAY MICHAELS, emcee-announcer WNBW (TV) Washington, father of daughter.

CLARK PALMER, announcer WRFD Worthington, Ohio, and Shirley Rincliff, married.

NBC and **HERBERT BAYARD SWOPE, Jr.**, producer of NBC-TV *Lights Out* series, have received citations of merit from Delta Sigma Theta sorority, prominent organization of Negro women, at special conference in Radio City Studios, New York.

WILLIAM F. BROOKS, NBC vice president for public relations, accepted award for NBC, which was cited for a "distinct contribution to the transmission of intercultural art designed to broaden the mutual appreciation of all peoples." Mr. Swope was honored for "his pioneering efforts . . . to integrate the talents of all people . . ."

RALPH KINER, star first baseman-outfielder for Pittsburgh Pirates baseball team, will begin *Ralph Kiner Show* on WDTV (TV) Pittsburgh, July 8.

LLOYD STILES, market director WRFD Worthington, Ohio, resigns.

BILL BRABSON, WVKO Columbus, Ohio, to announcing staff WBUD Morrisville, Pa.

AUGUST A. RICKERT, director of publicity and promotion, **WILLIAM A. COLEMAN**, director of special events and emergency planning, and **JUDSON LAHAYE**, supervisor, resigned last week from WFUV (FM) New York, Fordham U.'s outlet. The three men had left commercial radio to organize and operate the university station. WHUV (FM) will continue operation with a staff of undergraduates and graduates under Rev. Leo McLaughlin, S. J., director of station.

BETTY ROSS, assistant director of public affairs and education NBC Chicago, named Illinois chairman of American Women in Radio and TV. She is also national secretary of Assn. for education by Radio and TV.

JUDY CLARK, singer, to KTSL (TV) Hollywood on *Singing Rails* Western musical program series, as co-star with **KIRBY GRANT**. She replaces **JANE DAVIDS** on program.

WILLIAM G. HARLEY, program director U. of Wisconsin (WHA) Madison, appointed program coordinator for National Assn. of Educational Broadcasters. He will serve in this capacity for several series of educational programs. He has been granted one year leave of absence from school.

ART BROWN, disc jockey and personality WWDC Washington, presented "Award of Merit" from American Automobile Assn. in recognition of his *Orders of the Day* school safety program.

CLARENCE YOUNG, continuity staff WFDF Flint, Mich., will have two poems published in national magazines this month simultaneously.

AL CRETAROLO appointed director of continuity department WOTW Nashua, N. H.

RICHARD A. HEHMEYER, with Hamilton College station, New York, to WMTR Morristown, N. J., as general announcer replacing **PAUL IRVIN** who has joined a six weeks R.O.T.C. training group in Georgia.

DOLORES CUMISKEY, graduate Saint Elizabeth's College Convent, N. J., to WMTR Morristown, N. J., as advertising copywriter.

BOB ATCHER, singer on WLS Chicago's *National Barn Dance*, father of boy, Robert Whitehill, born June 12.

CHET RANDOLPH, assistant farm program director WLS Chicago, leaves today (Monday) for Norway, where he will live with a Norwegian family during the summer and study farming methods.

PATRICIA McCARRAGHER, women's personality WTMJ-TV Milwaukee, and William Manzer, married June 4.

ANDREW ALLAN, drama director Canadian Broadcasting Corp., Toronto, and Dianne Foster, actress, married in London, England.

JACK McCORD, business manager of program department ABC Chicago, father of boy, born June 4.

WILL REGAN, emcee of *Irish Hour* on WDAS Philadelphia, father of daughter, Marianne.

MARVIN SMITH, public information office Fort Sill, Okla., formerly with WHLI Hempstead, N. Y., and Cora Rathje, married.

ALLAN BAER named publicity director WPEN Philadelphia.

OSCAR TREADWELL, disc jockey WDAS Philadelphia, father of boy Alan, born June 5.

RENZO CESANA, disc emcee KHJ Hollywood, starts similar type 15 minute record and chatter program twice weekly on KNBH (TV) that city.

SID FULLER, newscaster KHJ Hollywood, named outstanding guest lecturer for 1950 and presented annual plaque by current events students at Los Angeles City College.

IRENE FOLEY, women's commentator and continuity director KMON Great Falls, Mont., awarded key of Delta Epsilon Sigma, national scholastic honor society for graduates of Catholic colleges and universities, by Caldwell College, Caldwell, N. J., from which she graduated in 1945.

ELIZABETH BAIN, film librarian WGN-TV Chicago, to New York on film scouting trip. She will headquarter at station's eastern sales office.

JAMES S. POLLAK, program manager WJZ-TV New York, lectured

WIBA
MADISON
WISCONSIN
NBC

TOPS THE FIELD
FROM 12 NOON TO 6 P.M.

WIBA	**39.6**
"B"	19.2
"C"	13.2
"D"	10.2
"E"	5.3
"F"	2.8

MON. THRU FRI., JAN.-MAR. 1951
BY HOOPER

Avery-Knodel, Inc., Representatives
Badger Broadcasting Company
5000 WATTS ON 1310 . . . ESTABLISHED 1925

Monday at Columbia U., New York, on "Television and Its Potential as an Art Form," as part of summer course on "The Cultural Resources of New York City."

STUART BARONDESS, former film editor WTVJ (TV) Miami, and for last five months script writer for Gabriel Heatter's MBS program, rejoins WTVJ (TV), as copywriter.

LES WITTEN, assistant director WNBW (TV) Washington, resigning to start European vacation tour.

CHET BEHRMAN, writer WFBM-AM-TV Indianapolis, and **RUTH WHEELER,** former women's director KOEL Oelwein, Iowa, married.

NEAL WALLACE, announcer KFBC Cheyenne, Wyo., to staff KDKA Pittsburgh, replacing **BOB POWELL,** resigned. **NANCY CORMAN,** U. of Pittsburgh journalism student, to promotion department KDKA, replacing **GRACE BUCCI,** resigned. **KATHERINE MELNICK** named to temporary position in sales department.

JIMMY W. KENDALL appointed staff announcer WKY Oklahoma City. He was with KBYE Oklahoma City.

JACK CALLAHAN resigns from WBBM Chicago to free-lance, and will handle the first quarter-hour of the *Breakfast Club* on ABC from Chicago.

SYBIL SPAIN named to continuity staff WCPS Tarboro, N. C., replacing **MARGARET JOHNSTON,** resigned.

BUD CHASE, announcer-disc jockey, to WKRC-TV Cincinnati, on staff. He replaces **LYN BALLARD,** resigned. **BOB JONES,** announcer WKRC-AM, appointed to announcing staff WKRC-TV.

ESTHER BILZERIAN appointed script-writer WTAG Worcester, Mass. **LOUISE JORORIAN** named special program assistant on *Julie 'n' Johnny* show.

ROC HILLMAN, musical director KLAC-TV Hollywood, father of girl, June 9.

BOB KESTEN, Toronto freelancer, has started *Kesten's TV Corner* on CKEY Toronto.

VICTOR ROWLAND, acting director of publicity ABC-Western Div., father of boy Ronald Gregory, June 13.

ART BAKER starts weekly *Foods, Facts and Fantasies* program on KNBH (TV) Hollywood. New program features information on unusual food facts. Rich Plan Corp., L. A. sponsors.

GEORGE JAY, Hollywood disc jockey, starts after-midnight record program on KRAM Las Vegas, Nev.

JOHN BAIRD, director of public affairs KMPC Hollywood, is recuperating at home from a minor operation.

DAVE BALLARD, announcer KING Seattle, to KMPC Hollywood, in similar capacity.

News • • •

JAMES M. McGAFFIN Jr. appointed news director WOW-AM-TV Omaha, replacing **HAROLD BAKER,** resigned to accept similar position at WSM-AM-TV Nashville.

ALBERT LARSON Jr., appointed assistant news editor WALL Middletown, N. Y.

RALPH TURNER, newscaster KMPC Hollywood, called to active duty in Army with rank of captain.

C. GREGORY JENSEN, U. of Minnesota, to WHAS Louisville, Ky., as summer replacement in newsroom.

LARRY PRIBYL, news director KWBE Beatrice, Neb., appointed to six-man continuing study committee of Associated Press Radio Assn. of Nebraska, for purpose of improving AP wire service.

CARROLL ALCOTT, news analyst WINS New York, to KNX Hollywood.

WILLIAM NIETFELD, news director KCBS San Francisco, named president of Northern California professional chapter of Sigma Delta Chi, national journalism fraternity.

CLIFTON UTLEY, radio and television commentator NBC, cited by U. of Chicago as a "useful citizen" as part of the university's annual alumni reunion week.

LES KEITER, sports director KPOA Honolulu, to KYA San Francisco, in same capacity.

JOHN F. HORSTMANN Jr., sports department field director WOR-TV New York, father of boy, John F. III, June 8.

WALLIS BISHOP, graduate Northwestern U., to WMTR Morristown, in news department replacing **RAY WATTERS,** who joins news staff WNJR Newark, N. J.

WALTER W. WHITE, news analyst, recently appointed executive editor KFMB San Diego, starts evening *Editorial Page,* with opponents of station's opinions offered equal opportunity to present their side on controversial subjects.

FREDERICK MANESS, WCAU Philadelphia, to WINS New York, as newscaster.

LOWELL THOMAS, noted newscaster, elected as one of four new trustees of Adelphi College, Garden City, N. Y.

HARRY GIANARIS, news director WTMA Charleston, S. C., father of daughter, Francesca Jeanne, June 13.

John Swinehart

JOHN SWINEHART, 60, director of advertising and publication relations for Atlas Powder Co., died June 16 in the Delaware Hospital, Wilmington, after a six-week illness. In the Twenties, Mr. Swinehart organized a university broadcast station and became one of the nation's earlier radio announcers. He joined Atlas in 1929 as an advertising manager. He was a member of the Advertising Club of New York, the Assn. of National Advertisers and the National Industrial Advertisers Assn. His widow, two sons and a daughter survive.

Advertisement

From where I sit
by Joe Marsh

Just "Can't Get Over" Easy's Fence

Few years ago, Easy Roberts took a lot of kidding when he planted that hedge of Multiflora roses—along his property line. Folks said he was getting pretty high-falutin'.

But today plenty of people who laughed at the idea slow down when they drive by Easy's place—just to look at those roses. Most beautiful sight you ever saw.

Practical, too! The hedge is a good four foot high now, and at least five foot thick—even a shoat couldn't get through that prickly mass of shrubbery. Best of all, it cost less than ordinary fencing. (Might be well worth your while looking into.)

From where I sit, there's no sense in looking down on something just because it's different from what we like. For instance, some people think ice-cold lemonade's the best "cooler-offer" on a hot day. Some of us would rather have a glass of beer. The important thing is not to "hedge ourselves in" against other people's ideas and preferences.

Joe Marsh

Copyright, 1951, United States Brewers Foundation

Open Mike

(Continued from page 16)

couraged into leaving the air with your help. . . .

WFRS is an FM only station, of which I am one of the owners and founders. We have had a profitable operation for the better part of a year now, with the future looking even better. How this is possible, after reading BROADCASTING • TELECASTING, I don't know. . . .

What I can't understand is why is it such a news story for you when a foolishly run FM station leaves the air? . . .

Robert L. Epstein
WFRS Grand Rapids, Mich.

[EDITOR'S NOTE: It's news for BROADCASTING • TELECASTING when ANY station, FM, AM or TV, leaves or goes on the air.]

Everyone Who's Anyone

EDITOR:

Just a quick note to tell you how pleased I was . . . with the picture and mention of my twenty-fifth year in radio [MILESTONES, May 21].

Needless to say, the letters, phone calls and telegrams that came as a result of the notice prove again . . . that BROADCASTING • TELECASTING comes to the attention of everyone who is anyone. . . .

Joseph M. Seiferth
Vice President
Liberty Broadcasting System
Chicago

LANG-WORTH
FEATURE PROGRAMS
SELL JEWELRY!

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.

PRINCIPALS at the unveiling of a new RCA tube plant in Cincinnati are (l to r) Walter A. Buck, vice president and general manager of Victor division; L. W. Teegarden, vice president in charge of RCA technical products; Frank M. Folsom, RCA president, and Harold DeMooy, manager of the new plant. The building was dedicated to the late John G. Wilson, who served as executive vice president of RCA Victor. It will produce miniature and subminiature electron tubes [BROADCASTING • TELECASTING, June 11].

In The Public Interest

WCCC Scholarship

FREE one-year scholarship worth $1100 is being offered by WCCC Hartford in cooperation with the CRL School of Electronics there to some qualified young man in that area. Applicants, who must file for examination by July 7, need not have completed high school but should have had elementary algebra, WCCC said.

* * *

WANT Tornado Relief

WANT Richmond, Va., following mid-June tornado that struck there, aided local pastors in campaigning for relief funds through special Sunday musical request program. Many feature entertainers in town at time also took part in special program, WANT reported.

* * *

CKNW Donates Swings

GROUP of six "ocean wave" circular swings, carrying as many as 50 children at a time, has been donated by CKNW New Westminster, B. C., to local institutions for children and public playgrounds.

* * *

Airs Graduations

CONDENSED half-hour version of local high school commencements has been aired each morning during the past month by WIEL Elizabethtown, Ky. Musical numbers, speeches, special awards were highlighted in the excerpts.

* * *

KAYS Averts Panic

FLASH FLOOD hitting Hays, Kan., in middle of the night fortnight ago gave occasion to KAYS there to render extensive public service in alerting and informing city's population of danger, cancelling commercial schedule for full day and airing constant stream of messages and instructions. KAYS took air in middle of night as curfew blew to awaken sleeping citizens. After initial day's shock, station remained on semi-emergency basis for full week.

* * *

WEIR Gets Quick Reply

ONLY 37 seconds elapsed after "Tiny" Fisher, 435-lb. "monster of ceremonies" at WEIR Weirton, W. Va., aired Red Cross appeal for a wheel chair before telephone rang with offer of wheel chair from listener. Plea was made on "good neighbor" portion of his regular program.

* * *

International Friends

COLLEGE age student visitors to Cincinnati from Germany and Austria, scheduled to arrive in August under State Dept. Experiment in International Living program, are to be welcomed with tours and parties by WKRC-TV, Wiedemann Brewing Co. and its agency, Strauchen-McKim Inc.. TV outlet has aired special show on State Dept. program.

* * *

WDRC Camp Fund

DRIVE for funds to send children to camp this summer is well under way by *The Needle Club* program on WDRC Hartford. Front page publicity on drive also was carried by Hartford *Courant*, featuring WDRC program. Station meanwhile has been commended by The Open Hearth, local institution for homeless men, for aiding in publicizing employment availability of the men.

* * *

CIVIL DEFENSE

Radio Aid Studied

EXTENT of the use of radio-television aids on the state civil defense level was among the subjects to be explored by state public information specialists and officials of the Federal Civil Defense Administration at a conference slated to be held last Friday and Saturday.

Information directors were to be asked what use of audio-visual aids furnished by FCDA is being made on the local levels. In turn, officials of the FCDA Audio-Visual Division were to have apprised public affairs directors of plans for distribution of radio-TV scripts, films and other materials.

Specialists from at least 26 states had accepted invitations to attend the Washington conference by last Thursday, according to Jesse Butcher, Audio-Visual director and former network and agency executive. Mr. Butcher said that the full proceedings would be tape-recorded for the use of information personnel.

Another topic slated for discussion was a uniformly-patterned plan for civil defense networks along the lines of those adopted by the states of New York and New Jersey. Under those networks, civil defense programs are aired throughout the state on a weekly basis.

FCDA authorities observed that similar plans are underway for Minnesota, Wisconsin, California and other states. A proposal now in the working stage links FM stations together in Wisconsin. Objective is to develop a uniform government blueprint for all states, it was explained.

John Arrington Jr.

JOHN ARRINGTON Jr., 39, manager of WLBG Laurens, S. C., died unexpectedly. He was recovering from an operation several months ago to remove shrapnel from wounds suffered in World War II. A native of Lebanon, Va., Mr. Arrington is survived by his widow, his father and a brother.

GREENVILLE is SOUTH CAROLINA'S LARGEST METROPOLITAN AREA . . .
In AUTOS & TRUCKS

GREENVILLE	56,772
Columbia	44,975
Charleston	38,030

S. C. Highway Dept., 1950

MAKE IT YOURS WITH
WFBC 5000 WATTS
The News-Piedmont Station, Greenville, S. C.
NBC For the Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knodel

programs promotion premiums

GOVERNOR STANDS IN

WRAL Raleigh, *Tempus Fugit*, Mon. through Sat., 7:05 to 9:30 a.m., will have guest emcees during absence of Fred Fletcher, who will be vacationing June 30 until July 14. Guests include noted people in Raleigh, who will bring little twists to the show. The Governor of North Carolina, W. Kerr Scott, will set aside his governing duties for a few hours and handle the show, reading commercials and all, July 13.

KIDS PARTY

KSTP-TV Minneapolis-St. Paul, *Jimmy's Lawn Party*, 12:30 to 1 p.m., Sun., presented in front of studio. Show features games of all sorts for children attending. In case of rain the show moves inside and is called *What To Do When It Rains*. So many youngsters showed up for first show that limit had to be enforced. Jimmy Valentine, emcee of show, now invites youth groups from one of local churches each week.

PLUGGING FOR FM

WEAW (FM) Evanston, Ill., sending out mailing piece plugging FM. The copy: "There are now 350,649 FM homes in which 1,227,272 people live in the metropolitan Chicago primary areas of WEAW (Pulse Inc.). Of those who have receivers with the FM band, 88.8% listen to FM regularly. (Pulse.) In the month of January 1951, dollar volume of FM home receiver production exceeded AM only (RTMA). In the month of January 1951, AM only and TV receiver production dropped from December 1950; only FM increased. (RTMA.) February, 1951, FM production rate was substantially above *any* preceding year. (RTMA.) In New York City, the nation's number one TV market, the number of FM sets in use increased 36% between January 1950 and January 1951. (Pulse, NARTB.)"

WHAT FATHER WANTED

WTMJ-TV Milwaukee, *Shopping Time*, sponsored by Gimble Bros. Dept. Store, featured results from pre "Fathers Day" wants by fathers employed at Gimbles. One of fathers participating in survey was interviewed on pre-Father Day show. Of the 300 fathers that took part in the survey over half of them wanted neckties.

GOLF TOURNEY

WHBF Rock Island, Ill., sponsoring golf tourney for employes of WHBF-AM-TV. Winners will be presented trophies for low gross score, low handicap score and special award for high total.

NOT ENOUGH

WBT Charlotte, *French Market Coffee Shop*, 4:15 to 4:30, Mon.-Wed.-Fri., offered Bible coin to persons writing in for it. Sponsor expected anywhere from 2,500 to 5,000 responses would come in during two week period. After first week offer was withdrawn because there were no more coins. Some 6,137 listeners from 244 North Carolina towns and 142 South Carolina towns requested the coin.

"WEEGEE" POPS UP

WDGY Minneapolis mailing out small, one-fold card, printed in two-tone gray and red on white, asking on cover "What is Weegee?" The answer inside, is a pop-up blonde with a microphone head topped with WDGY call letters. Copy reads: "Introducing—WEEGEE—the talk of the town! She's the personification of WDGY, but more than that, WEEGEE is a new conception of positive merchandising service for radio sponsorship. Watch for her, listen for her, be with her, wherever you are."

STRICTLY G.I.

WNAO Raleigh, N. C., *News from Mars*, 1 to 1:05 p.m. daily, broadcasts messages being received by the Army short wave amateur network. Show is written and handled by Sgt. Bob Erlander, who gives news from all Army camps in North Carolina and South Carolina. Program is pointed toward G.I.'s and families and friends who may be listening.

THE MEAT CRISIS

WCCO Minneapolis, *Showdown*, June 12, 9:30 to 10 p.m., documentary program dealing with developing meat shortage. Show gave complete picture of problems that have arisen due to roll back on beef prices. Housewives, butchers, restaurant owners, livestock officials and local members of the Office of OPS, told the story via tape recordings and telephone calls.

HOMEMAKERS SHOW

KCRV Caruthersville, Mo., *Homemaker Harmonies*, 11 to 11:30 a.m., Mon. through Sat., gives music, fashion news, beauty tips and cooking information. Show also has "Woman of the Week Contest" featuring mystery voice. First person to send card or letter correctly naming mystery voice of week receives all-expense trip to Hot Springs National Park, Ark.

A HELPING HAND

WJR Detroit, *Operation Sunshine*, Sat., 9:15 a.m., plays song requests from hospitalized servicemen, patients and home shut-ins. Harold Kean, station singer, acts as emcee, working with Judy Carroll who joins him in songs and chatter. Mr. Kean, blind since his youth, also visits different hospitals during the week in addition to his program.

TOP BILLING

WFMY-TV Greensboro, N. C., sending brochure to trade and advertisers on market information and facts on TV advertising. Piece has figures and facts compiled from many sources including BROADCASTING • TELECASTING Marketbook and the U. S. Census Bureau. Brochure titled, "There's a gold mine in the South and it's in Greensboro, N. C." Along with facts there are letters from advertisers that are pleased with results from advertising on station.

EARLYWORM WEEK

WBNS Columbus sending pair of ceramic EarlyWorms to advertisers using *EarlyWorm* program. Green and white worms attached to card proclaiming "EarlyWorm Week," in celebration of 4000th broadcast. "The Early Bird gets the Worm, and the Smart Advertiser Gets the EarlyWorm," according to card. Station reports "The EarlyWorm"

(Continued on page 85)

CARDINAL RECORD STORAGE RACK

● **OVER 300 STATIONS** use the Cardinal Record Storage Rack.

● **DIVIDERS** cut at angle to facilitate reading labels on envelopes.

● **HEAVILY CONSTRUCTED,** will not sag, an ideal, modern way to store records.

● **PRICED FAR BELOW** the average custom-built units.

RECORD RACKS
Model GS 1236 36"x12" deep $74.50
Model GS 1248 48"x12" deep $84.50

TRANSCRIPTION RACKS
Model GS 1636 36"x16" deep $79.50
Model GS 1648 48"x16" deep $89.50

All units are 84" high

We also custom-build special units to order at prices your station can afford.

Write or wire . . .

CARDINAL CORPORATION
P. O. Box 887—Alliance, Ohio
Phone: Louisville, Ohio 2411

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company
MEMBER N. A. B.
66 ACACIA DRIVE
ATHERTON, CALIFORNIA
DAVENPORT 3-3061
PAUL W. McCOLLISTER, General Manager

Merchandising

(Continued from page 40)

Mon.-Sat. WLS, which has carried the program since 1935, gets a premium rate for participations, about 30% more for a minute on Feature Foods than for other daytime minutes.

Sponsors on WLS are Rap-in-Wax, Drackett, Satina, LaFrance, Lite, Heublein A-1 sauce and mustard. Creamettes (macaroni), Joan of Arc (canned foods), Fleischmann's Yeast, Michigan mushrooms and Cudahy (margarine).

At WOW Omaha the program features Martha Bohlsen and is heard at 10-10:30 a.m., Mon.-Sat. Sponsors are Borden (evaporated milk), Cargill Nutrena Dog-food, Nebraska Consolidated Mills, Realemon and Omaha Flour Mills.

On WHO the program is *Iowa Feature Fair*, with Betty Brady, 1:30-2 p.m., Mon.-Fri., and 10:30-11 a.m. Sat. Current sponsors are Nabisco, Borden and Nebraska Consolidated Mills for Mother's Best Cake Flour and Dixiana Cake Flour.

Feature Radio Inc., whose headquarters are in Chicago and whose president is Lyman L. Weld, sets up the merchandise routines and continuously staffs the projects. There are plans in the wind to expand the system into the drug field. KYW and other Westinghouse stations are expecting to take the lead in this new development, with the first program scheduled for Philadelphia soon.

The Feature Foods technique was

The decal that is on the door of "headquarters stores."

summed up recently by Frank P. Fogerty, general manager of WOW, who said:

"Through our radio advertising we are laying down a heavy and we think effective barrage for the sponsor. The Feature Foods staffers provide the foot soldiers to take and hold the positions in the retail stores."

RICHARDS' WIDOW

Named Estate Executrix

MRS. FRANCES S. RICHARDS, widow of G. A. (Dick) Richards, was appointed sole executrix of his estate when the will was admitted for probate in Los Angeles Superior Court Tuesday.

Mr. Richards, principal owner of Richards stations KMPC Los Angeles, WJR Detroit, WGAR Cleveland, died May 28 [BROADCASTING • TELECASTING, June 11]. It also provided for his widow who was bequeathed all his personal effects. The remainder of the estate was placed in trust with Walter S. McLucus, Detroit banker, and L. R. Jackson, president, Firestone Tire & Rubber Co., Akron. The will further specified that if daughter or widow is in need of funds to maintain the standard of living to which they are accustomed the principal part of the trust may be used.

An appraiser will be appointed by the court at a later date to take inventory to determine the value of the estate.

Feature of Week

(Continued from page 18)

has always placed the business directly with the station.

The contract calls for continuance of the American Stores' *ASCO Rings Your Bell* program, which stars Gladys Webster. The fifteen-minute show is heard Monday through Friday from 10:15 to 10:30 a.m.

Commenting on the new contract, Mr. Eden said, "We have found our advertising on WCAU to be as effective now as it was 20 years ago and that is the primary reason we are extending our contract another full year."

Through the years, the grocery chain adhered to its women's format and built up a large and loyal listening audience.

Besides its five-a-week show, the American Stores also carries a heavy schedule of spot announcements on WCAU-TV. The chain has also expanded its activities into television.

'VOICE' HIT

Soviet Steps Up Programs

VOICE of America and Radio Moscow fortnight ago found themselves the center of controversy ranging from the USSR to the U. S. Congress on Capitol Hill.

Highlights evolved around reports that Radio Moscow has:

(1) Increased its jamming of U. S. overseas radio operations at least 100% in recent months.

(2) Stepped up its own English-language radio propaganda broadcasts, with reports that transmissions have extended as far as the Middle West in the U. S.

On the domestic side, a high Voice official rebutted charges relating to the Voice of America's quality and effectiveness.

Officials estimated that Radio Moscow's broadcasts to foreign countries — and particularly the U. S.—have been doubled in the past six months, and that the Russian shortwave put out an "exceptionally strong signal throughout the Middle West," with reception recorded at Grand Island, Neb.

FCC monitors attributed the strong signal to either increased power or switch to "summer frequencies," which the USSR undertakes each June. Listeners reported reception of programs in Des Moines, Iowa, but FCC monitors said they may have been listening instead to WABC Brentwood, N. Y., or KWID San Francisco, both shortwave stations. Moscow beams programs to the U. S. daily in the afternoon and evening hours.

'Most Powerful'

As to jamming, a report quoted Soviet engineers as claiming that "Soviet radio stations are now the most powerful in the world." Additionally, technical dispatches said that Soviet engineers have studied and copied western jamming techniques. The step-up in Soviet jamming was cited by Rep. Tom Steed (D-Okla.) June 12 when he quoted an editorial published by the *Baltimore Sun*. This is "further evidence," he said, "that the Soviets are more than concerned in their efforts to combat American broadcasts through jamming."

Radio Moscow also made a great play over a directive sent to U. S. officials abroad in December 1949 and to the Voice of America, urging that the strategic value of Formosa be minimized. The document, prepared by Secretary of State Dean Acheson, was disclosed during the MacArthur hearings. Moscow Radio, reviewing the Voice's role in the incident, said it indicated the U. S. was "pursuing a false and dishonest policy" in Asia.

Domestically, Foy D. Kohler, chief of the State Dept's International Broadcasting Division, took exception to charges in a *Pathfinder* magazine article, a copy of which also drew the attention of Rep. Steed.

Mr. Kohler countered that (1) there is liaison between government agencies, (2) "bureaucratic slowness" does not unnecessarily delay clearance of program ideas, (3) "the competence of (certain) individuals is probably a matter of opinion," (4) the Voice maintains its own monitoring force, checking for "off-key material."

MAYFAIR PLAN

Sets Bankruptcy Action

SEEKING an extension of time to pay off creditors, Mayfair Transcription Co., Hollywood, has filed an extension request under Chapter 11 of the Federal Bankruptcy Act in Federal Court, Los Angeles.

Chief Mayfair creditor is American Federation of Radio Artists, 94 members of which are owed approximately $12,000 for re-release and foreign distribution fees on the firm's "box" transcription series, in accordance with a judgment handed down by a Los Angeles superior court judge last April. Names of other creditors were not released.

Filing of the new proposal, which seeks to maintain operation of the firm under the court jurisdiction and pay all creditors in full over an 18 months period, came more or less as a surprise to AFRA which very recently has accepted a new payment offer from Mayfair.

Quittner & Stutman, Los Angeles, are the attorneys representing Mayfair.

IN MONTREAL

it's

CFCF

Canada's FIRST station—wise in the ways of PROGRAMMING, PROMOTION and MERCHANDISING . . . gives you the coverage and the listenership needed to do a real selling job in this rich market area.

CANADA'S FIRST STATION CFCF

U. S. Representative—Weed & Co.

KGW carries the weight in the Oregon Market
DAY or NIGHT
TOTAL BMB FAMILIES
From 1949 BMB Survey
DAYTIME
KGW 350,830
Station B . . . 337,330
Station C . . . 295,470
Station D . . . 192,630
NIGHTTIME
KGW 367,370
Station B . . . 358,330
Station C . . . 307,970
Station D . . . 295,440
KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Programs, Promotions

(Continued from page 83)

appeared with Patti Page on stage of local theatre three days last week.

MRS. AMERICA PROMOTION

KNEA Jonesboro, Ark., *Mrs. America*, 9:15-9:30 a.m. daily. Program publicizes Mrs. Jonesboro, selected from contestants throughout state, who will be entered in Asbury Park, N. J., finals in August. Station signed exclusive franchise for Mrs. America contest in Arkansas, and station breaks carry slogan "Your Mrs. America Station."

MOVING PROMOTION

KWSH Wewoka, Okla., sending trade and advertisers post card with red lettering announcing change of address and inviting recipients to visit new location on highway 270 between Seminole and Wewoka. Station call was formerly KSMI.

SAFETY COUNCIL AWARD

KPIX (TV) San Francisco sends promotion sheet to trade publicizing fact station received National Safety Council Public Interest Award for second year. Copy points out KPIX was only TV station on West Coast—and one of seven in nation—to receive award. Text concludes that KPIX leads way with programming in public interest in West Coast television.

STREET INTERVIEWS

WFDF Flint, Mich., *Man on the Street*, interviewed "Congo," a chimpanzee. Congo had no mike fright at all as he playfully tinkered with the mike. Bud Haggard, WFDF chief announcer, who handles the program reports that this is just one of the amusing incidents that happen during the shows.

TEAMSTER INTERVIEW

WNJR Newark June 6 broadcast three-day tour of world famous, eight-horse hitch of Budweiser's champion Clydesdales. "Farmer Will" Peigelbeck, staff announcer, climbed aboard the big beer wagon, at the start of a five-hour tour of downtown Newark, and interviewed the wagonmaster.

SHUT-IN DAY

KNOE Monroe, La., on June 10, "Shut-In Day" in Monroe, treated group of shut-ins to baseball game. Aided by Grey Ladies of the American Red Cross the station placed the shut-ins in special box seats where all enjoyed hotdogs, soda pop and peanuts in addition to the ball game. The ages of the guests ranged from 69 to 90. Station reports it was all designed to honor some of radio's most loyal listeners.

SHARP MAILING PIECE

KXOK St. Louis sending trade and advertisers sharp mailing piece headed "Want to know something?" Inside before getting to folded center spread there is drawing of talking mike running and saying "Look what we've done!" In center spread there are pictures of stars appearing on station assembled in large circle.

"PULLING POWER"

JESSOP ADV. Co., Akron, has registered its service mark "Pulling Power," showing two rugged work horses in wood-cut effect with U. S. Patent Office for 20 year period. Company using it on all office stationery and promotion pieces. Promotion pieces include gift paperweights, match covers and transcription disc labels.

WINNERS TRIP

WGAR Cleveland, "My Share in America" contest, sent winners on all expense weekend trip to Washington, D. C. Ten top companies in Cleveland underwrote prizes and conducted smaller similar contests in their own companies. Contest was also open to general public. Contestants had to submit a 500 word essay on "My Share in America." The contest lasted ten weeks.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

1,250 GUESTS

WTAG Invites Radio Admen

Mr. Brown (l) explains the hospitality cards to Robert W. Booth (c), WTAG vice president, and Herbert L. Krueger, station manager.

* * *

BOB BROWN, commercial manager for WTAG Worcester, Mass., hopes to have 1,250 overnight guests drop in this summer or fall.

WTAG, under Mr. Brown's supervision, has mailed out 1,250 hospitality cards to persons in the radio advertising field. The cards entitle the holder and guests to overnight privileges and meals at one of four hotels in the WTAG coverage area.

The project, says the station, is another phase of a continuing campaign to acquaint advertisers and agencies with the unusual advertising opportunity WTAG offers in the Worcester and Central New England area. WTAG feels that a visit to any part of the district will give ample chance to see first-hand the size, and the agricultural and industrial prominence of the area.

MARCONI BOOKLET

Dunlap Readies New Issue

NEW BOOKLET based on years of friendship with Guglielmo Marconi, inventor of wireless communication, and on experiences in preparing an authorized biography of the scientist, has been written by Orrin E. Dunlap Jr., RCA vice president, and published privately by RCA.

The booklet, issued to commemorate the 50th anniversary of the first transatlantic wireless signal, contains hitherto unpublished correspondence of Marconi and gives a "new picture" of the great scientist.

It tells of the inventor's yearning to learn the "cause" of the phenomena he had discovered. ". . .the 'why' of radio continually challenged Marconi," Mr. Dunlap wrote. "After a night of vigil in long distance test of wireless between the English Channel and Australia, he turned to his friend David Sarnoff (now chairman of the board of RCA) on board the Elettra (Marconi's yacht) and with a perplexed expression remarked: 'There is one thing I would like to know before I die—why this thing works!'"

PAPER PRICES

Government Duo Acts

TWO top-level government officials have taken up the cudgels for U. S. newspaper publishers, who are confronted with a $10-per-ton increase in the price of newsprint levied by Canadian manufacturers.

Defense Mobilizer Charles E. Wilson announced June 12 he will personally meet with Canadian government officials to discuss the problem in the next fortnight. He indicated he is not satisfied that the "increase is really based on cost increases."

At the same time Michael DiSalle, Office of Price Stabilization chief, abandoned a tentative plan to impose a ceiling on newsprint prices paid by American publishers pending a similar meeting with the Canadian government. The legality of such an OPS order is questionable at present, however, under the Defense Production Act, which exempts newspapers from price controls—at least those prices charged by publications and newspapers.

Alleged "gouging" of American publishers has been charged by certain factions on Capitol Hill, notably by Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Monopoly subcommittee probing newsprint, and Sen. Ed C. Johnson (D-Col.). Rep. Celler has asked Stabilizer DiSalle to set "just and reasonable prices" [BROADCASTING • TELECASTING, June 11].

Time Buyers, NOTE!

NO TV

Stations within

60 miles of

YOUNGSTOWN, O.

Ohio's 3rd

Largest Trade Area

Buy

WFMJ

The Only ABC

Station Serving

This Market

5000

All programs duplicated on

WFMJ-FM

50,000 Watts on 105.1 Meg.

WATTS

CALL

Headley-Reed Co.,

National Representatives

allied arts

OT HAMPTON, director of public relations department Fort Worth Community Chest, appointed to staff Witherspoon & Ridings Inc., public relations firm, Fort Worth.

S. W. CALDWELL Ltd., Toronto, has obtained Canadian and British West Indies rights to an Australian National Airways recorded series of serious music by Glenda Raymond of Melbourne, Australia. Series of 52 half-hours consists of songs by Miss Raymond, the Westminster Singers and the Australian Symphony.

IVAN S. COGGESHALL, president Institute of Radio Engineers, and general traffic manager international communications Western Union Telegraph Co., N. Y., awarded honorary degree of Doctor of Engineering by Worcester Polytechnic Institute, Worcester, Mass., June 17.

C. B. SUGAR, assistant public relations director Rexall Drug Co., L. A., named manager radio-television department Burns W. Lee Assoc., L. A., public relations firm.

LAWRENCE MOSES resigns as *Cisco Kid* products division merchandising director Frederic W. Ziv Co., N. Y.

HARRISON M. DUNHAM, general manager KTTV (TV) Hollywood, named director of television for Commodore Productions, Hollywood.

Equipment . . .

E. L. HULSE, comptroller electronics department General Electric, Syracuse, appointed manager of newly formed components division. **G. L. CHAMBERLIN,** auditor electronics department, named comptroller, succeeding Mr. Hulse.

T. KEVIN MALLEN, general manager Ampex Electric Corp., San Carlos, Calif., elected chairman of the board.

STANLEY SALES, Owensboro, Ky., announces new TV booster for high channel performance. SEC booster uses tuned circuit design, minimizing loss of signal voltage or higher channel.

SUPERIOR ELECTRIC Co., Bristol, Conn., has released new 12-page bulletin featuring complete line of standard Stabiline automactic voltage regulators. Bulletin S-351 describes in detail workings and regulators.

HOBERT M. MURDOCK named sales manager The Turner Co. (electronic equipment), Cedar Rapids, Iowa. He was vice president in charge of sales with Cedar Rapids Engineering Co.

OVID RISO, advertising and sales promotion manager Philco International Corp., Phila., appointed vice president in charge of advertising.

Technical . . .

LEE HODGES, WRRF Washington, N. C., appointed chief engineer WCPS Tarboro, N. C., succeeding **CHARLES E. NEER** who has been called to active duty with Army.

GEORGE SMITH, cameraman WHAS Louisville, father of daughter, June 11.

JIMMY BUMGARNER, studio engineer WNAX Yankton-Sioux City, father of boy.

A value . . . ***PLUS*** *in* **"BRUSH CREEK FOLLIES"**

with

HIRAM HIGSBY

on

KMBC KFRM

PLUS ONE—"Brush Creek Follies" is in its fourteenth successful season!
PLUS TWO—Playing again to a live audience from the stage of the huge new KMBC studio playhouse!
PLUS THREE—A great new arrangement on commercials for advertisers!
PLUS FOUR—An outstanding new promotion and merchandising plan!
PLUS A DOZEN—Write, wire or phone KMBC-KFRM or your nearest Free and Peters colonel!

KMBC *of Kansas City*
KFRM *for Rural Kansas*

• • • 6th oldest CBS Affiliate • • •

YMCA COVERAGE

Networks, Others Aid

SIX network radio programs and more than 35 regional or local radio programs were to be broadcast late last week in connection with the Centennial Convention of the Young Mens Christian Assn. of the U. S. and Canada, held Thursday through Sunday in Cleveland, according to Henriette K. Harrison, convention radio and TV director.

Paul G. Hoffman, Ford Foundation executive director, discussed "Democracy as a Way of Life" over MBS, 2:45-3 p.m., on Friday. The following day, NBC was to carry from Cleveland a round-table discussion of "Youth Comes of Age," 3-3:30 p.m., with Dr. Paul Limbert, Springfield College president, as moderator; and at 11:30-12 midnight, was to broadcast the Cleveland Summer Symphony Orchestra conducted by Dr. Rudolph Ringwall.

Over ABC on Saturday, Sportscaster Harry Wismer was to report on the physical education aspects of the conference; and on Sunday, ABC scheduled a round-table discussion of "A Faith for these Times," 10:45-11 p.m.

NBC REAL ESTATE

Buying Burbank Land

WITH the city council having eliminated, by resolution, the formality of a public auction, 19 acres of Burbank, Calif., owned land which NBC is buying as part of its projected new $25 million West Coast radio-TV center is now in escrow [BROADCASTING • TELECASTING, June 11].

Having submitted several weeks ago, a $10,500 check signifying intent to acquire the land, NBC has until Aug. 31 to make the final payment. Total amount is $263,287. The agreement calls for NBC to notify the Burbank City Council six months in advance of its intention to build. This will give Burbank city officials ample time to construct a storm drain or flood control adjoining the property, NBC to pay 17% of the cost involved, it was said.

The property being bought adjoins 30 acres which NBC is acquiring from Warner Bros. for a reported $750,000. Deal with Warner Bros. also assertedly involves a working agreement for sound stages and other facilities of the film studio.

NBC Hollywood executives continue to deny any immediate building plans. At the moment not a single line or sketch has been drawn in the way of plans for utilizing the property, it was said. Burbank officials stipulated in selling the property that a radio-television center must be erected there.

Denial also was made that NBC will sell its present Western Division headquarters at Sunset Blvd. and Vine St. It was pointed out that Studio D, until recently used for originating radio network shows, is now being converted to TV. El Capitan Theatre, on Vine St. off Hollywood Blvd., and recently taken over under long term lease, also is being remodelled and converted to TV. Cost for both remodelling jobs is around $750,000.

NEW SALES UNIT

STARS To Begin July 1

FORMATION of a new corporation, Southern Television and Radio Sales Inc., to be known as STARS Inc., was announced last week by E. D. Rivers Jr., president of WEAS Decatur, Ga. To begin operation July 1, the new unit is owned by stockholders in Georgia, Florida, Alabama, Tennessee and Louisiana. Mr. Rivers said that the initial number of stations to be represented by STARS Inc., will exceed 15.

Announced also was the appointment of Winston S. Dustin to head and actively manage STARS. Mr. Dustin recently resigned from WNOE New Orleans and KNOE Monroe, La., as vice president in charge of sales to become executive secretary of the multi-million dollar educational project, The Cordell Hull Foundation.

B & B SUED

By Raymond R. Morgan Co.

WITH five causes for action cited, a $2.5 million damage suit has been filed by Raymond R. Morgan Co., Hollywood, in Los Angeles Superior Court against Benton & Bowles Inc., New York; Al Kaye, vice president and Hollywood manager of that agency, and General Foods Corp. (Maxwell House Coffee).

Asking $500,000 on each count, the complaint charges (1) use of a promotion idea without compensation; (2) unfair competition; (3) wilful invasion of the plaintiff's rights and property; (4) reduced value of the property; (5) impaired rights to use and license of the plan.

Raymond R. Morgan Co. alleges that Benton & Bowles requested a presentation and detailed working account of a copyright promotion plan used by the former agency in promoting Folger Coffee. It is licensed to other agencies and firms in areas that do not conflict with Folger Coffee. Complaint charges Benton & Bowles wanted to use it for its client General Foods Corp. to promote Maxwell House Coffee in markets where Folger Coffee is not sold. Price for its use was quoted, it is charged. Complaint further declares the plan was appropriated by Benton & Bowles and used in Folger Coffee territory and without payment to Raymond R. Morgan Co.

Promotion is identified as the door-bell ringing plan. It is a combination of radio broadcasting, couponing, house-to-house selling and sampling. Under licensed arrangement, it has been used by Los Angeles Soap Co., (White King soap), a client of Raymond R. Morgan Co., and by other agencies for various national accounts.

WTNJ Suit

SUIT OF three former employes against WTNJ Trenton for $15,000 for breach of contract is scheduled for hearing in Trenton, N. J., court this week. The station management contends that it did not have contracts with the employes at the time they were dismissed.

WDRC
HARTFORD • CONNECTICUT
WDRC-FM

3R's = 1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities. Represented by Raymer

CBS

WBAL Renewal

(Continued from page 42)

does, have exactly the opposite effect."

Citing the majority's concessions to Public Service Radio Corp. on programming, ownership and management, local ownership and diversification of control, he said, "the majority is able to outbalance all of these considerations by virtue of the existing operation of WBAL when such operation is compared to the risks attendant on the execution of the program service proposed by Public Service Radio Corp. In my opinion this conclusion is unsupported."

The chairman further stated that he did not find any support for the conclusion that risks attendant on execution of the proposed programming of Public Service Radio Corp. constituted a basis for preferring WBAL.

Ownership Compared

Mr. Coy compared the ownership of the competing applicants and noted Hearst's Radio's connection with other AM-FM-TV properties as well as the daily newspaper in Baltimore. He said:

On the other hand, the persons who control Public Service Radio Corp. do not publish any newspaper and have no other broadcast interests. The Commission is committed to the principle that unless there are overriding considerations, preference should be given to a non-newspaper, no multiple-owner applicant as against an applicant which published a newspaper or has other broadcast stations in order to encourage the greater diversification of control of the media of mass information. This principle . . . is a reflection of the Congressional policy expressed in the Communications Act and . . . public interest is best served by having as wide an ownership as possible of the media of mass communications.

He expressed his preference for Public Service Radio Corp., "not unmindful of the fact that the Commission should not lightly disturb extensive investments which are made in broadcast properties." Mr. Coy declared such an opinion, if adopted, would not introduce instability in the radio industry, "because under this opinion and the consistent opinions of this Commission, a licensee may invest in broadcast facilities with full confidence that its license will be renewed even against competition from others, if such licensee utilizes its station to render a real public service to the community."

Comr. Webster, joining with the Chairman's dissent, expressed his general position on license renewal applications involving "unsatisfactory" public service records. He cited Sec. 307 (d) of the Act requiring that when renewal applications are filed, the Commission is required to apply the same considerations and practice which affect the granting of the original application.

He said "granting of proprietary rights in radio frequencies is a violation of the Act."

"Furthermore, and of the utmost importance," Comr Webster added, "for the Commission to establish such a policy would discourage the filing of competing applications by newcomers to the field. This, in turn, would remove one of the principal factors which inspires licensees to operate in the public interest."

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE" WBAL

SURVEYING progress on the new KPIX-KSFO San Francisco studios are (l to r) Richard Bell, assistant to the president; Wesley I. Dumm, president; Philip G. Lasky, general manager, and Franklin Dumm, secretary-treasurer. It is expected that the new studios will be completed in December.

RADIO-TV COUNCIL

Long Island Group Formed

LONG ISLAND Radio-Television Council has been formed by representatives of 26 schools, with Worthington A. Gregory, radio director at WSHS-FM and lecturer in educational radio-TV at Hofstra College, as temporary chairman.

Purpose of the organization is to foster increased and more effective use of radio and TV for education, and to insure for Long Island a share in the planning for and use of proposed state educational facilities. Support was pledged to work of the Joint Committee for Educational Television.

WRNL Covers Tornado

SEVEN minutes after a tornado ripped through the city. WRNL Richmond, Va., had its first bulletin on the air. The bulletin was followed with complete coverage through the remainder of the day and throughout the following day. Interviews covered civic officials, victims and rescue workers.

Grandpa Fellows

HAROLD E. FELLOWS, president of NARTB, became a grandfather for the sixth time fortnight ago when his daughter, Mrs. Arthur Spangler, of Weston, Mass., gave birth to a daughter. The grandchild was named Janet Edgerly after Mrs. Fellows.

CHOICE OF MEDIA

Use of All Advised

ANALYSES of the reasons people buy merchandise show that retailers should use multiple-media campaigns, Joseph B. Ward, managing director of Advertising Research Bureau Inc., Seattle, told the Advertising and Sales Club of Seattle at its June 19 meeting.

ARBI is making radio and television comparisons for networks, with results to be ready in the near future, Mr. Ward said.

Retail advertisers should consider such audience factors as kind of audience, with attention to ear-minded as well as eye-minded people, he told the club. He suggested they give greater consideration to effectiveness of advertising in newspapers and consider carefully the type of copy used for radio advertising in order to get the most results from selling emotionally on an entirely different medium.

"Results should be judged not by tradition but rather by effectiveness at the point-of-sale of multimedia," Mr. Ward concluded. He said factual evidence ARBI is gathering in large and small communities belies the traditional use of newspapers by retailers as the answer to their advertising problems.

ARBI doesn't suggest retail advertisers would be better off by using radio alone, he said, but is concerned with the power of radio and other media to increase the impact of newspaper advertising.

Mr. Ward said 72% of ARBI's studies have developed more traffic from radio than from newspaper advertising while 23% of the studies have shown greater traffic resulting from newsnaper advertising. He said a higher percentage of radio traffic buys goods as compared to newspaper traffic, with 67.4% of those subjected to advertising in both media buving goods compared to 34% of those who merely came into stores to shop.

RCA Victor, in cooperation with the U. of Pennsylvania, beginning today (Monday) will conduct a 10-weeks training program in electronic engineering for 15 combat officers selected from the U. S. Army Ground Forces. The program will be conducted at the RCA Victor plant in Camden, N. J.

SALES SUCCESS

AM Sells Farm Machinery

McCULLOCH Farm Machinery, noting combine sales for January-February of $193,000, says that "Our radio advertising brought the farmers into the office and it's the only advertising we're doing."

The farm machinery firm sponsors a *Weather Roundup*, weekdays at 12:25 p.m. over CKX Brandon, Manitoba. The copy was a straight pitch to farmers plugging the sale of combines and guaranteeing delivery.

CKX points out that "It is important to note that a year ago when McCulloch did no radio advertising the firm had sold only three combines by June 15." The station added that combine sales usually begin about June 15.

BAB Special Assignment

LEE HART, assistant director of BAB, has been temporarily assigned, effective July 1, to Chicago for special duties including work on retail projects and Advertising Research Bureau Inc. point-of-sale survey reports which BAB will publish. Miss Hart, author of many retail presentations including BAB's "Radio's Feminine Touch," will make announcement shortly of her Chicago office address and BAB sales and advertising services.

KSWM
JOPLIN, MO.
REACHES 446,600 PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

* This map shows airline miles to the nearest large cities, assuring complete CBS service to the great Joplin, Mo. district.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in
JOPLIN, MO.
Nationally Represented by William G. Rambeau Co.
Austin A. Harrison, Pres.

KSVC DECISION

License Denial Proposed

DENIAL of Sevier Valley Broadcasting Co.'s application for renewal of license for KSVC Richfield, Utah, was proposed last week in an initial decision by FCC Hearing Examiner Fanney N. Litvin on grounds of illegal transfer of control.

According to the decision, the construction permit for KSVC was granted to William L. Warner Sr. on Aug. 29, 1946.

"The facts are that William L. Warner Sr.," the decision contended, "the individual to whom the Commission had granted an application for construction permit . . . on or about April 19, 1947, without prior consent of the Commission, assigned and transferred the construction permit to the applicant corporation [Sevier Valley Bcstg. Co.] in violation of Section 310 (b) of the Communications Act . . ."

Referring to the licensee's defense of the alleged action, the initial decision said the "applicant attempts to escape responsibility for its actions, contending that they were 'on advice of counsel,' and to excuse its misfeasances and nonfeasances on the ground of ignorance and inexperience, asserting no willful intent to violate the law or any rule or regulation of the Commission."

The decision maintained, however, that "whatever advice . . . the applicant corporation received . . . cannot excuse their repeated submission of untrue facts and data to the Commission with respect to the finances and ownership of the permittee, and which they admit they knew to be untrue . . ."

According to the decision's conclusions, the licensee corporation was formed in April 1947, issuing a total of 30,996 shares, of which William L. Warner Sr., original permittee, owned more than 50%. "However, by some date in October 1947," maintained the decision, ". . . the total number of shares . . . had been increased to 43,500" through sale of stock to 12 additional stockholders. This had the effect of "diminishing the stock control of William L. Warner Sr. from 50 plus percent to about 36%."

This transfer of control "was accomplished . . . with full knowledge of its president and secretary-treasurer (both of whom were then directors) without prior consent of the Commission and in violation of Section 310(b) of the Communications Act," the decision charged.

In commenting upon testimony relative to KSVC's program service to its community, the decision noted that "we do not overlook the fact that the Commission has expressed its satisfaction with the program service rendered by station KSVC . . . or the fact that KSVC is the only station located in Richfield and that a need appears for that service. But the conclusions reached here leave us no other alternative than to deny this application for renewal of license."

Advertising succeeds with **continuity.** Continuous advertising in Printers' Ink develops a **cumulative impact** that creates a vivid picture of your station and market in the minds of the leading **buyers of advertising** and helps you sell more advertising.

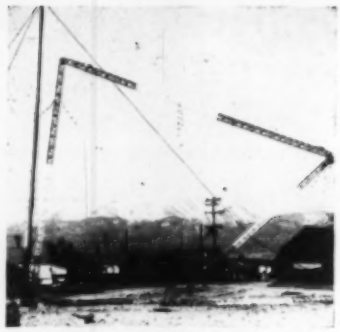
CANADA AWARDS

CAAE Winners Announced

AWARDS OF THE Canadian Assn. for Adult Education for radio programs went to Canadian stations throughout Canada. Canadian Broadcasting Corp. network programs originated at CBC stations won most of the network awards. In non-network classifications, CKCR Kitchener, won the community variety award; CJOR Vancouver won the community service award. CBC stations also won most children's class program awards and a number of regional community awards. Maurice Rosenfeld Memorial Award, a gold key, for the most promising newcomer to radio, went to Toronto musical arranger Jack Kane, for his network program *Star Time*. Award was made in memory of Moe Rosenfeld, former radio director of MacLaren Adv. Co. who helped many Canadian youngsters get a start in radio.

BMI Canada Meet

KEN SOBLE, CHML Hamilton, will be introduced as the new director of BMI Canada Ltd. at a directors meeting of the organization being held June 26, at Toronto. The agenda has not yet been announced.



A SUDDEN gust of wind recently snapped off a tower being constructed for KLVC Leadville, Col. At the time it crashed, the tower had reached 160 feet. The crashed tower frames Mt. Massive, lofty peak of the Rockies

HAMTRAMCK

Two AM Bids Refused

FINAL decision was announced by FCC last week to deny on technical grounds both applicants competing for a new AM facility at Hamtramck, Mich., namely Hamtramck Radio Corp. and Atlas Broadcasting Co. Assignment sought is 500 w daytime on 1440 kc, directional.

Earlier, Hearing Examiner Hugh B. Hutchison proposed to grant the Hamtramck Radio Corp. application and to deny the bid of Altas [BROADCASTING • TELECASTING, July 10, 1950].

In its final ruling, the Commission concluded the proposed directional antenna of Hamtramck Radio failed to meet the minimum requirements of FCC's standards, while concluding that the Atlas proposal would result in substantial interference to WBCM Bay City, Mich.

Hamtramck Radio is headed by Charles S. Gray, former salesman for WJBK Detroit, who is president and 6.6% owner. A 20% interest is held each by Frank E. Pellegrin, one-third owner of WATO Oak Ridge, Tenn., and 39% owner KSTL St. Louis, and Lynne C. Smeby, Washington consulting engineer, who respectively are first and second vice president. There are seven other stockholders.

Equal owners of Atlas Broadcasting are Dr. Stephen S. Skrzycki, mayor of Hamtramck; Stanley Formaniak, uncle of Dr. Skrzycki and local businessman, and Casimer Zbierski, office manager of Wayne County Dept. of Social Welfare.

Anniversary Show

WCOJ Coatesville, Pa., programmed a 4½-hour *Salute to Gap* when the nearby town of Gap celebrated its 250th anniversary in mid-June. The show was sponsored by merchants and businessmen of Gap, historic town in Lancaster County, Pa. Included on the special show was a description of the anniversary parade, and a tape recording broadcast of the dedication of a new firehouse and new fire-fighting equipment.

NY HEARINGS

Hill Red Probe Continues

NEWS media have "magnified beyond proportion" what few reports have been gathered by Senators studying subversive or Communist elements in the radio-TV industry, Sen. Willis Smith (D-N. C.) told BROADCASTING • TELECASTING last week.

The group that has been conducting "top-secret" hearings in New York is the Senate Internal Security subcommittee, an investigative arm of the Senate Judiciary Committee [BROADCASTING • TELECASTING, June 11].

It was learned that the hearings which were reported by the radio and press were the second in a series. According to Sen. Smith other hearings may be held, not necessarily in New York.

The North Carolinian said the committee's scope was not restricted to labor; entertainers or other groups within the industry but that the probe is part of an overall study of the Communist question. "The committee in its objective had to start somewhere in gathering information," the Senator said.

At present the subcommittee is sifting testimony it has received regarding alleged Communist activity. Sen. Smith refused to say how much information has been gathered on such alleged activity in the radio-TV field.

While he admitted that a few witnesses or "informants" testifying before the committee in New York were associated with the media, he pointed out that that fact does not indicate necessarily that a full-scale probe of the industry will be conducted.

From other sources, it was learned that most witnesses appearing before the subcommittee were subpenaed although some persons volunteered information.

Some witnesses have been helpful and had specific evidence to offer, Sen. Smith disclosed, but others had only general information or "hearsay" to give to the investigators. Sen. Smith directed the New York hearings.

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TRI-STATE AREA

Evansville Show A Success

TELEPHONE communication between an Army sergeant and his mother and sister bridged the distance from Tokyo—8,147 miles of transoceanic cable — and provided the basis for a recent edition of the weekly *Evansville Story* on WJPS Evansville, Ind.

The occasion was another in a series of programs designed by the station as a community relations vehicle for the tri-state area of southern Indiana, northern Kentucky and southeastern Illinois. Program has been sponsored since last November by the Evansville Works and Refrigeration Div. of International Harvester Co.

The *Evansville Story* highlights the week's news in the tri-state area as well as activities of local people away from home. Other features are on-the-spot reports

On hand for special broadcast of Evansville Story *are (l to r) Mr. McLean; Mrs. Afra Malone, mother of Sgt. Bill Malone, and Sister Rachel; and Mr. Paule.*

* * *

with actual voices of people in the news, human interest stories and special background material. Sponsor reports tremendous public reaction from the show.

Series is written, produced and narrated by Jack McLean, WJPS program director, and reports compiled by Verne Paule, station's special events director. Other broadcasts have included an 88 million fire that swept downtown Evansville and an actual combat report of a battle led by an Evansville officer.

CBC BOARD

Governors Hold June Meet

REQUESTS FOR share transfers, emergency transmitters and one increase in power were heard at the June meeting of the board of governors of the Canadian Broadcasting Corp., held June 22 at Ottawa. CKVD Val d'Or, Quebec, asked for a power increase from 100 w to 250 w on 1230 kc. Emergency transmitter licenses were requested by CHSJ St. John, CJOR Vancouver, CJOY Guleph, and CFRN Edmonton. Broadcast pickup licenses were requested by CFCF Montreal, and VOCM St. John's, Newfoundland. Change of ownership control of CJRW Summerside, P. E. I., was requested, and share transfers were requested for eight stations.

Sarnoff Family to Europe

BRIG. GEN. David Sarnoff, board chairman of RCA, and Mrs. Sarnoff, together with their son, Robert W. Sarnoff, NBC vice president and director of unif productions, and his wife, left New York last week for a six-week business and vacation trip to England and the Continent, where Gen. Sarnoff will visit RCA offices.

KECA MARATHON

Held for Cancer Hospital

FIFTEEN hour marathon on KECA-AM-TV Los Angeles, under auspices of the Greater Los Angeles Press Club, for the benefit of the City of Hope new cancer hospital at Duarte, Calif., brought in a total of $146,379.09 from "phone in" contributors.

This does not include contributions which have been and will be mailed in as result of the simulcast, according to ABC and hospital fund officials. Marathon started at 9:30 p.m. June 9 and continued through to 12:30 p.m. the following day without a break. More than 300 radio, television, film, stage and night club personalities appeared on the program. The new free non-sectarian hospital opens July 2.

MEDIA COSTS

Canadian Groups Set Pact

EXPECTED battle over the Canadian broadcasting industry's promotion comparing the cost of radio to newspapers and magazines [BROADCASTING • TELECASTING, May 28] did not materialize at a joint meeting at Toronto last week between directors of the Canadian Assn. of Broadcasters and a committee of the Canadian Daily Newspapers Assn. It was decided at the joint meeting that future promotion of all media should sell each medium on its merits and not attempt to disparage other media.

"All media realize that this is authenticated and tested research," stated Jim Allard, CAB general manager, in commenting on the decision. Advertisers, he pointed out, are asking for more research all the time. Pressure from newspapers with radio stations against CAB research, showing radio the cheaper buy for advertisers, brought about the meeting. Newspapers had threatened to withdraw their stations from CAB membership. It is understood that the research which brought about the complaint is not to be further circulated.

CAB directors meeting following the joint session discussed the recently-issued Royal Commission report and appointed a committee to study further moves of the industry in light of the report's findings against a separate independent regulatory body.

Committee members are Harry Sedgwick, CFRB Toronto; W. Burgoyne, CKTB St. Catherines; William Guild, CJOC Lethbridge; Henri Lepage, CHRC Quebec; Ralph Snelgrove, CKBB Barrie, and Malcolm Neill, CFNB Fredericton.

The CAB board also decided to pay its full fees to the Inter-American Assn. of Broadcasters "in recognition of the important work it is doing for free enterprise broadcasting."

CJON St. John, Newfoundland's new 5 kw station, was admitted to membership. The agenda for the 1952 annual meeting was adopted in principle and a silver tray was presented by CAB to William Guild, CJOC Lethbridge, for his work over the past two years as CAB board chairman during sittings of the Royal Commission.

Rose Bowl Bids

RADIO and television coverage of Pasadena Rose Bowl football game will go to the highest bidder, the Tournament of Roses Assn. and Pacific Coast Conference announced June 15. Bids will be accepted from July 1 to 31 and may be on basis of one, two or three years. Radio network sponsorship will be restricted to one advertiser. Multiple sponsors are acceptable for TV.

WOW TOUR

Reservations Pour In

MAL HANSEN, farm director for WOW Omaha, said last week that one week after first announcement of the WOW East Coast Farm Study Tour, 125 farmers sent in $50 checks for reservations and 206 additional inquiries were made.

Mr. Hansen announced the fourth annual tour on his show, *Farm Service Reporter*, and repeated it for six days. Cost of the tour to the East Coast and eastern Canada will be $500 per person [BROADCASTING • TELECASTING, June 18]. Bill Wiseman, WOW promotion manager, said that response this year was nearly double that of last year.

WKOK Facilities

IMPROVEMENT in technical facilities of WKOK Sunbury, Pa., resulting in service to additional persons both day and night, has been given recommended approval by FCC Hearing Examiner J. D. Bond in an initial decision issued June 12. No change would occur in WKOK's operating assignment of 250 w fulltime on 1240 kc. Examiner Bond would grant the station approval to install a higher antenna and enlarging the ground system. Minor additional interference would occur to WBAX Wilkes-Barre and WHUM Reading, Pa., but these stations have not objected, it was noted.

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WFIL

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In America's Third Market

Represented by THE KATZ AGENCY

TULSA BIDS DENIED

Brown, Cameron Lose

APPLICATIONS of both Kenyon Brown and George E. Cameron Jr., each seeking a new AM station at Tulsa, Okla., on 1340 kc with 250 w fulltime, were denied by FCC last week.

The final decision concluded the proposed outlet of either applicant would violate FCC's technical standards and cause interference to several other existing stations. Earlier, FCC Hearing Examiner J. D. Bond had issued an initial decision recommending that the bid of Mr. Cameron be granted and that of Mr. Brown be denied [BROADCASTING • TELECASTING, April 17, 1950].

Mr. Brown is vice president and 20% owner of KWFT Wichita Falls and KEPO El Paso, Tex., and part owner of KGLC Miami, Okla., and KBYE Oklahoma City. Mr. Cameron, oil producer, is owner of KOTV (TV) Tulsa.

KCLO Bid Denied

BECAUSE of alleged interference which would result to KWBB Wichita, FCC last week through final decision denied the application of KCLO Leavenworth, Kan., to increase power to 1 kw. KCLO now operates with 500 w on 1410 kc, daytime only. FCC Hearing Examiner Elizabeth C. Smith in an initial decision earlier had recommended granting KCLO's request.

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FCC actions

JUNE 15 THROUGH JUNE 21

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

June 15 Decisions . . .

ACTIONS ON MOTIONS BY CHAIRMAN COY

Public Service Radio Corp., Baltimore, Md.—Granted request for waiver of 10-day requirement of Sect. 1.854(e) of rules, and motion for correction of transcript of oral argument re applications of Public Service Radio Corp. and that of WBAL Baltimore.

June 15 Applications . . .

ACCEPTED FOR FILING

AM—1290 kc

WIRK West Palm Beach, Fla.—CP to increase D power from 1 kw to 5 kw and change from DA-DN to DA-N etc.

Modification of CP

WGAF Valdosta, Ga.—Mod. CP new AM station for extension of completion date.

KUTE Glendale, Calif.—Mod. CP new FM station to change ERP from 9.9 kw to 11.6 kw and change ant. system.

License for CP

WPAB Ponce, P.R.—License for CP to change frequency, power etc.

APPLICATIONS RETURNED

WILE Cambridge, Ohio—RETURNED application for authority to determine operating power by direct measurement of ant. power.

June 18 Applications . . .

ACCEPTED FOR FILING

License for CP

KLIF Oak Cliff, Tex.—License for CP to increase D power and install new trans.

KIRO-FM Seattle, Wash.—License for CP new FM station.

Special Edition

WMGM New York and the Brooklyn Red Cross last week issued a special edition of their manual, "Care and Protection of Dodger Fans,"—upon request of the New York City Health Dept.—for fans attending the Mayor's Trophy Benefit Baseball Game in New York today (Monday).

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KFXJ Grand Junction, Colo.

Modification of CP

WIBA-FM Madison, Wis.—Mod. CP new FM station to change ERP etc.

License Renewal

WFAH Alliance, Ohio—Request for renewal of license.

APPLICATIONS RETURNED

WZOB Ft. Payne, Ala.—RETURNED application for assignment of license from partnership d/b as Ft. Payne on the Air to Glenn M. Gravitt.

Ft. Walton, Fla.—RETURNED application for CP new AM station on 1490 kc 250 w unl. tendered by WFTW Inc.

Bennington, Vt.—RETURNED application for CP new AM station on 1370 kc 500 w D.

June 19 Decisions . . .

BY THE COMMISSION

Authority Granted

WDNC Durham, N. C.—Granted authority for 30 days from June 15 to operate with temporary DA arrays and night power reduced to 500 w.

Extension Granted

WINX Washington, D. C.—Granted extension of authority for 30 days from June 11, for Maryland booster station to remain silent.

BY THE SECRETARY

WPBC Minneapolis, Minn.—Granted CP to move vertical ant. approx. 1200 ft. and make changes in ground system.

Sarkes Tarzian, Inc., Nr. Osgood, Ind.—Granted CP for TV intercity relay KSC-57 to be used with WTTW (TV) Bloomington, Ind.

WDXI Jackson, Tenn.—Granted CP to install a new aux. trans. at present location of main trans. on 1310 kc 250 w. DA-N, cond.

KSMN Mason City, Iowa—Granted CP to install new trans.

WERL E. Rainelle, W. Va.—Granted mod. CP for approval of ant. trans. and main studio locations, add change type of trans. subject to cond. Permittee is not to be licensed until WWNR is licensed on 620 kc.

WRSW Warsaw, Ind.—Granted mod. CP to change type of trans. and make changes in ant. system; cond.

WPIX New York—Granted mod. CP to extend completion date of TV station to 12-8-51.

KGAL Lebanon, Ore.—Granted license for AM station on 930 kc, 1 kw D.

KPOO San Francisco, Calif.—Granted mod. CP for extension of completion date to 12-21-51.

KCBC-FM Des Moines, Iowa—Granted mod. CP for extension of completion date to 9-24-51.

WNBQ Chicago, Ill.—Granted license for TV station with 4.69 kw vis. 2.4 kw aur.

KNBH Los Angeles, Calif.—Granted license for TV station; ant. height 3013 ft.

NBC Inc., Stratford, Conn.—Granted license for experimental TV KC2XAK and to indicate aur. power as 500 w in lieu of 300 w.

WSTR Sturgis, Mich.—Granted mod. CP to change main studio location, and change type of trans.; cond.

WSBC Bennettsville, S. C.—Granted mod. CP to change studio location and change type trans.; cond.

WNBC New York, N. Y.—Granted CP to use presently licensed trans. of remote pickup KEA-650 at Radcliffe Ave., Port Washington, N. Y., for aux. purposes only.

WAUG Augusta, Ga.—Granted mod. CP for approval of ant., trans. location, specification of main studio location, and make changes in trans.

WJEJ-FM Hagerstown, Md.—Granted mod. CP for extension of completion date to 8-1-51.

KUOW Seattle, Wash.—Granted CP for non-commercial FM station; Ch. 213 (90.5 mc) 3.3 kw; ant. 105 ft.

KTJO-FM Ottawa, Kans.—Granted license for non-commercial educational FM station; Ch. 201 (88.1 mc) 10 w, 10 w.

KGDE Fergus Falls, Minn.—Granted mod. CP to change type of trans.; cond.

WRMN Elgin, Ill.—Granted CP to make changes in trans.; cond.

Pottery Bestg. Co., East Liverpool, Ohio—Granted CP and license for remote pickup KA-8961.

Following stations were granted mod. CP's for extension of completion dates as indicated: WABA Aguadilla, P.R. to 8-1-51, cond.; WMON Montgomery, W. Va. to 11-15-51, cond.; WBAP Ft. Worth, Tex. to 12-15-51, cond.; WHEN Syracuse, N. Y. to 12-12-51.

ACTIONS ON MOTIONS

By Chairman Coy

American Petroleum Institute—Accepted in evidence and duly filed, exhibit #11 relative to proposed notification procedure for protection of Disaster Communications Service, in matter of providing for a radiolocation service, etc.

By Commissioner Webster

KRVN Lexington, Neb.—Granted petition to accept petitioner's late appearance in re application of KSMN Mason City, Iowa.

WTCH Shawano, Wis.—Granted petition for leave to amend application to specify non-directional operation daytime and to specify certain conditions re maximum expected operating value of proposed operation in direction of KMA and the establishment of monitoring points.

KCOG Centerville, Iowa—Granted (1) petition for admission *pro hac vice* of Robert W. Greenleaf and Robert Valentine of Centerville, for purpose of taking certain depositions at Stronghurst, Ill., Oquawka, Ill., and Galesburg, Ill., and any other depositions which may be taken in proceeding; (2) granted petition of KCOG to continue hearing in proceeding from July 5 to Aug. 9, in Washington; and (3) granted petition to accept late appearance in this proceeding.

By Examiner Basil P. Cooper

KTHS Hot Springs, Ark., and KGRH Fayetteville, Ark. and WNOE New Orleans, La.—Granted petition (1) of KTHS for leave to amend application to revise pattern DA to be used by said station operating in Little Rock, Ark., as proposed; (2) denied petition of KGRH to change place of hearing and in alternative to take depositions of officers and stockholders of applicant; and (3) granted petition of KGRH for leave to amend application to correct an error in specifying geographical coordinates of proposed ant. site, and (4) referred to Motion's Commissioner, pursuant to provisions of Sect. 1.742 of rules relating to practice and procedure, petition of WNOE to dismiss its application.

Robert C. Crabb, Los Angeles, Calif.—Granted petition to accept proposed

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findings of fact and conclusions in proceeding re applications for CPs and licenses in domestic public land mobile radio service; and ordered that all parties to this proceeding are given until June 23 within which they may file proposed findings. Initial Decision in this consolidated proceeding will not be issued until parties thereto have either filed proposed findings or have evidenced, in writing served on all parties, their intention not to file such proposed findings.

By Hearing Examiner J. D. Bond

KWOC Poplar Bluff, Mo.—Granted motion of KWOC for leave to amend its application to specify MEOV's in certain vertical sections of proposed DA.

Chief, Broadcast Bureau—Granted motion for extension of time to June 22 in which to file reply to proposed findings of fact and conclusions re application of KSOK Arkansas City, Kans.

By Hearing Examiner Hugh B. Hutchison

KGAR Garden City, Kan.—Granted petition to correct transcript of testimony in various respects re applications of KGAR Garden City, Kan. and KLMR Lamar, Col. and Capital Bcstg. Co., Lincoln, Neb.

By Hearing Examiner Fanney N. Litvin

Chief, Broadcast Bureau—Granted petition for extension of time from June 14 to and including June 22 within which to file proposed findings in proceedings re WHDH and KOA petitions and application of WXKW.

June 20 Applications . . .

ACCEPTED FOR FILING

CP to Replace CP

KFQD Anchorage, Alaska—CP to replace expired CP to change frequency etc.

AM—630 kc

KVMA Magnolia, Ark. — RESUBMITTED application for CP to increase power from 1 kw to 5 kw and install new trans. etc.

Modification of CP

KNBR North Platte, Neb.—Mod. CP new AM station for extension of completion date.

KUMO Columbia, Mo.—Mod. CP new AM station for extension of completion date.

WGBS-FM Miami, Fla.—Mod. CP new FM station for extension of completion date.

WTVB-FM Coldwater, Mich.—Same.
WAZL-FM Hazleton, Pa.—Same.
WFBC-FM Greenville, S. C.—Same.
WLPM-FM Suffolk, Va.—Same.
WCUM-FM Cumberland, Md.—Mod. CP new FM station to change ERP from 2.5 kw to 1.28 kw., ant. height from 1485 ft. to minus 39 ft., trans. site to Williams Rd. and East City line, Cumberland, Md. etc.

License for CP

WCAP Lowell, Mass.—License for CP new AM station.

WLYC Williamsport, Pa.—License for CP new AM station.

WFPL (FM) Louisville, Ky.—License for CP authorizing changes in noncommercial educational FM station.

WNAO Raleigh, N. C.—License for CP to increase D power and change trans.

AM—1280 kc

Beaver Dam, Wis.—CP for new AM station on 1350 kc 500 w D AMENDED to change from 1350 kc to 1280 kc etc. and change studio location from Beaver Dam, Wis. to Prairie du Chien, Wis.

License Renewal

WFPL (FM) Louisville, Ky.—Renewal of license.

WBUR (FM) Boston, Mass.—Renewal of license.

KXRA Alexandria, Minn.—Request license renewal.

WMDD Fajardo, P. R.—Same.

TV—Ch. 4

WDAF-TV Kansas City, Mo.—CP to change from ERP 22 kw vis. 11 kw aur. to 100 kw vis. and 50 kw aur., ant. height 745 ft.

(Continued on page 96)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

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All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Complete staff wanted immediately. Write full information and salary to Manager, WAIN, Columbia, Kentucky.

Managerial

Reliable, steady commercial manager for 1 kw independent midwest station. City 30,000. Draw and commission. Box 100K, BROADCASTING.

Salesmen

Commercial manager—Aggressive 1 kw station in good southeastern market, fulltime, net-affiliated, seeks experienced radio salesman with supervisory ability and southern background or experience. Good base with incentive plan for man who will work into our plan of operation. Box 17K, BROADCASTING.

Permanent sales position. One station market. Station on air over 25 years. Protected account list. Station within 60 miles of Chicago. 15% commission with guaranteed draw. Box 33K, BROADCASTING.

Experienced salesman. If you are a good man and desire to better yourself, if you wish to work in network affiliate Connecticut at $80.00 weekly salary with chance to earn more at once, write all details, present position, background, availability. Send recent photograph. Car necessary. Box 120K, BROADCASTING.

Attention salesmen and announcers in Texas, Oklahoma, Louisiana. Immediate opening for working salesman or announcer that wants to start in sales and work up to commercial manager. Straight salary of $55.00 per week. Plus 5% straight commission. No draw against commission. $1500.00 worth of accounts to start with. Contact Jim Hairgrove, KFRD, Rosenberg, Texas.

Salesmen wanted—One or two salesmen who know small market picture. City of 15,000 with good potential in adjacent counties. Draw against commissions. Must have car. No high pressure types or would-be sales managers. Just good, solid selling by men who know how to wear out shoe leather. Send complete information including photograph first letter. Personal interview necessary before completing final arrangements. Radio Station WEPM, Martinsburg, W. Va.

Salesman, metropolitan market. 15%, good draw. Car necessary. Contact Willard Belote, WTJH, East Point, Georgia.

Announcers

Mature announcer with superior voice and technique wanted by network station in important Texas resort city. Box 927J, BROADCASTING.

Singing announcer—Southeastern station putting accent on live talent wants announcer with ability to sell and entertain on the mike, combining pop vocals with routine announcing and deejay work. Adequate salary to start, plenty opportunity to increase it by producing results for station. Box 18K, BROADCASTING.

This 250 watt Liberty affiliate is going on fulltime shortly and I need a good announcer-engineer with emphasis on announcing. Good pay. New Collins equipment. Pleasant working conditions. Yearly bonus plus sick leave. This is permanent to the right person. Send photo, disc and qualifications immediately to 81K, BROADCASTING.

Immediate opening for announcer-engineer with first class license. Virginia network station. Write Box 85K, BROADCASTING.

Help Wanted (Cont'd)

Staff announcer, qualified for all-round duty by experience or training, wanted by progressive 1000-watt independent near Chicago. News gathering ability desirable. Personal interview essential. Box 105K, BROADCASTING.

Announcer-engineer first phone, 250 watt Mutual, 40 miles Atlanta. Give full particulars. Box 114K, BROADCASTING.

Combination announcer-engineer, first class ticket. Virginia daytime independent. Experience desired but not necessary. Call Warsaw, Virginia 690 for discussion and further information.

KBOP, 1000 watts, 30 miles south of San Antonio, Texas, has an immediate opening for combo man, emphasis on announcing. Hillbilly station, need car, $70 per week. 40 hours. Pleasanton, Texas.

Wanted—Combination announcer-engineer with first class ticket: possible opening for chief engineer. Write, giving full information to Station KBYR, Box 1960, Anchorage, Alaska.

Announcer, single. News, adroit DJ, impersonations. Build as local personality. Write WAND, Canton, Ohio.

Progressive independent has immediate openings for announcer-engineer and an announcer. Call collect WBIP, Booneville, Miss.

Experienced announcer for 1000 watt daytime station. Send disc and complete details to WDBL, Springfield, Tenn.

Wanted: Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in 1st letter. WDEC, Americus, Georgia.

Experienced announcer. One of America's pioneer stations has opening for experienced announcer strong on news and records. Good wages, talent. Send audition, photo and letter of qualifications to Station WFDF, Flint, Michigan.

Announcer—opening in near future for good experienced announcer at WHYN, Holyoke, Massachusetts. Please forward resume, disc or tape and photograph.

Wanted: Announcer with first phone, $80.00 per week. Prefer single man. WIRB, Enterprise, Alabama.

Combination announcer-engineer wanted by 1000 watt NBC affiliate located in heart of citrus region of Florida. No engineering experience required, but must hold first class license. Southern man preferred. William P. Lee, WLAK, Lakeland.

Announcer wanted—dependable, conscientious staff man. No play-by-play. Must have at least one year staff experience. Send details, audition. WPIC, Sharon, Pa.

Technical

Network station, large Texas market, needs engineer with sound training and stable temperament. Box 928J, BROADCASTING.

Need first class transmitter operator. No experience required. Virginia network station. Write Box 86K, BROADCASTING.

Position open! Transmitter engineer. Immediate opening. Car necessary. Northern Michigan. Box 92K, BROADCASTING.

Engineer, first class ticket. No experience necessary. Permanent job. Virginia station. Box 101K, BROADCASTING.

Engineer or combination, 250 watter. 90 miles from N. Y. Box 106K, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Chief engineer for fulltime commercial FM station in north central states. Must have thorough technical training and experience in maintenance, control room, taping and remotes. Man experienced with Westinghouse transmitter preferred. Permanent job, guaranteed salary. Box 107K, BROADCASTING.

Wanted—Combination first class engineer-announcer. Salary according to ability. Contact Pat Jeter, Chief Engineer, Radio Station KFLD, Floydada, Texas.

Transmitter engineer. Immediate opening. Temporary. $70, 40 hour week. Wire or phone collect WARL, Arlington, Va. (Washington, D. C. area).

Transmitter operator, first phone, experience unnecessary, for 250 watt station. Inquire WBTA, Batavia, New York.

Wanted. First class engineer or engineer-announcer. Prefer experienced maintenance man. Reasonable salary. Good living conditions. Reply WBUY, Lexington, N. C.

Immediate opening. Man with first class phone ticket. Some announcing. Start $205 month. Car necessary. W C D L, Carbondale, Pennsylvania. Phone 1230.

Have immediate opening for engineer with first phone. No experience necessary. Combined operation in fisherman's paradise. WCRK, Morristown, Tennessee.

Wanted—First class engineer. Interesting job on new construction of five kilowatt station. Write WFNC, Fayetteville, N. C.

Wanted—First phone transmitter engineer. Experience not necessary. Details first letter. Contact immediately M. J. Craig, WGCD, Chester, S. C.

Opportunity for experience in AM, FM and recording work for licensed first class transmitter engineer. Approximately ten weeks. Bachelor quarters available. WJTN, Jamestown, New York.

Chief engineer-combination man for 5 kw MBS affiliate. Will pay $100.00 per week. Write complete details first letter. WKNK, Muskegon, Michigan.

Transmitter engineer wanted. Permanent position. No experience necessary. Contact Lew Frye, Chief Engineer, WLOG, Logan, West Virginia.

Production-Programming, others

Copywriter. With experience. Male or female. Good starting salary. Box 87K BROADCASTING.

Traffic—continuity. Opening in near future for capable woman in program department. WHYN, Holyoke, Massachusetts. Please forward resume and photograph.

Situations Wanted

Managerial

Manager—sales manager, 20 years complete radio management, sales, advertising and program experience. Mature, responsible, dependable, community minded with past record of increased profits. National agency contacts. Family man, college graduate, desires manager position in middle Atlantic or midwest area. Box 945J, BROADCASTING.

General or sales manager—Remarkable sales and management record. Now sales manager good size successful AM station. Have substantially increased billing in one of the most competitive TV markets in the country. Wide and intimate agency and client contacts. Familiar all phases radio operations. Incentive must be big. Box 30K, BROADCASTING.

Situations Wanted (Cont'd)

Now see this! Experienced time salesman. Early thirties. Making five figure salary. College graduate. Five years experience. Married. Well qualified to be your commercial or sales manager. Box 40K, BROADCASTING.

Manager-chief engineer. 16 years experience in management, sales and engineering. FCC applications construction, plus economic operations, FM-AM-TV. Excellent references, presently employed, family. Box 47K, BROADCASTING.

Manager-commercial manager with proven sales record. Experienced all phases radio operation. College graduate, promotion and civic minded. Has cash to invest or purchase control in AM operation. Prefers tough market. Box 57K, BROADCASTING.

Commercial manager, clean record, references, air work, two weeks notice. Details and audition by return mail. Box 83K, BROADCASTING.

No genius . . just thoroughly experienced in all phases of good clean radio . . . strong on sales. Successfully managed 250 watt network affiliate and 1 kw independent. 32 years old, married, one child. Best references furnished from all former employers. Desire manager's job with good return following proven results. Prefer southwest, but not immune to other locations. Well known in Texas radio. Would consider investing in right deal. If your station has any possibilities and you are interested write or wire Box 89K, BROADCASTING.

Manager-salesmanager. 20 years radio, TV, agency experience. Familiar all phases business. Currently employed large metropolitan area. Prefer smaller city in east. Box 122K, BROADCASTING.

Salesmen

Aggressive, personable, go-getter with advertising knowhow. Six years commercial radio—sales, announcing, production. Desire connection with metropolitan radio or TV station; agency or sales rep. Consider managerial smaller market. Married, twenty-nine, veteran. Box 61K, BROADCASTING.

Man with complete radio background from national to local levels in sales, sales promotion management, station relations, public relations, copyrights, production transcriptions including television, seeks affiliation with substantial organization. Perfect record, family-man. Presently employed at $7000. Box 801J, BROADCASTING.

My record tells why I'm your man. Selling knowhow + experience all phases broadcasting + sales opportunity 5000 watter or over = increased billing for you! Draft exempt, married, 25 years old, 5 years experience. Like to connect with topnotch midwestern station. Box 116K, BROADCASTING.

Announcers

Announcer—Six months experience. Available immediately anywhere. All replies answered promptly. Tape, photo available. Box 989J, BROADCASTING.

Sportscaster-baseball play - by - play. Basketball, fights-announcer, control board operator. Draft exempt. Travel. Box 993J, BROADCASTING.

Sports announcer. Strong play-by-play or recreation. Baseball, football, basketball. 10 years experience. Can handle staff and studio utility. Prefer metropolitan college area. Married, family, now employed. Box 95K, BROADCASTING.

Announcer-sportscaster. College grad. Young. Single. Some experience. Will travel. Box 52K, BROADCASTING.

Staff announcer. Trained all phases Radio City, N. Y. Outstanding commercials, newscasting. Single, exempt, college graduate. Tape available. Box 54K, BROADCASTING.

Announcer, control board operator. Single, with limited experience; willing to locate along eastern seaboard. Resume and disc available. Box 60K, BROADCASTING.

Dominant California stations. Old deejays have to die!—California is close to Heaven. Box 69K, BROADCASTING.

Experienced, versatile announcer, single, age 22, draft exempt vet. Desires opportunity develop special aptitude news, sports, western disc show. Smooth board and team man. Effective delivery. Air check available. Box 71K, BROADCASTING.

Situations Wanted (Cont'd)

Versatile announcer, disc jockey. 1 year experience. Ambitious, personable. Will travel. Disc, photo. Box 73K, BROADCASTING.

Experienced woman announcer-copywriter desires work in midwest location. Versatile background. Box 77K, BROADCASTING.

Dominant California stations! Experience speaks for itself. Hear me. Box 68K, BROADCASTING.

Attention: Northeast program directors; announcer-deejay, 4 years experience. Married, draft exempt. Tape audition available. Box 76K, BROADCASTING.

I would like to audition in person at midwest station offering real future to announcer-writer with four years experience all phases radio including sales. Box 78K, BROADCASTING.

Top newscaster and editor with 13 years announcing background wants permanent job eastern city. Family. Presently employed 50,000 watt station. Available July 15. Box 82K, BROADCASTING.

Dominant California stations! Employed senior announcer, emcee, deejay, good morning show. Box 67K, BROADCASTING.

Capable young man desires steady radio work in Florida. Experienced in all phases of radio. Strong on staff and DJ work. Also can sell, write copy. Draft exempt, married, presently employed. Write Box 90K, BROADCASTING.

Young man, age twenty-three, single, now employed with background of one year in AFRS and one year in commercial radio desires job at sixty a week. Now working in southwest. Good on news, commercials, etc. Audition tape, photo available. Box 93K, BROADCASTING.

Early bird or night owl, 4 years. All staff duties and special events. Presently empolyed. Single, 4F. 2 years college. Will travel, prefer east coast. Box 94K, BROADCASTING.

Combination announcer-program manager. Seven years experience all phases announcing including newscasting and editing, play-by-play sports and control board operation. Full knowledge continuity writing, programming and production. Must be permanent and in congenial atomsphere. Member of Kiwanis International. Box 96K, BROADCASTING.

Stop! Dirt cheap! Draft exempt young man desires to train as announcer or combo man, also learn continuity. Disc and photo. Box 846J, BROADCASTING.

Announcer-salesman: Familiar with all phases of radio including control board. Knows sports, some experience. Veteran, married, no children, willing to travel, disc available. Box 99K, BROADCASTING.

Announcer and/or copywriter. Thoroughly experienced all phases of programming, traffic, announcing, writing. Live audition or disc. Vet (no reserve) single, 25. New England only. Box 102K, BROADCASTING.

Experienced anhouncer, southerner, good voice. Draft exempt. Knowledge of board operation. Presently employed. Will start for $55.00 per week. Box 103K, BROADCASTING.

Staff announcer. Experienced. College graduate. Capable. Operates board. Veteran. Young. Prefers east or south. Box 104K, BROADCASTING.

Announcer-all-round man Friday. Single, age 30. Draft exempt. Three years experience. Can operate console. $60 week to start. Box 109K, BROADCASTING.

Hillbilly disc jockey with lingo, successful in southeastern market, desire change. Also straight announcing and news. Six years in radio. Box 111K, BROADCASTING.

Announcer, capable handling all phases program copy, including sports. DJ (pop, classical), news, commercials. Can also specialize in any of previous. Warm and friendly style. Control board operator. B. A. Degree English. Draft exempt. Box 113K, BROADCASTING.

Announcer-engineer. First phone license. Four months net station experience. Wants combination job. Available July 9th. Good reasons for change. Disc and photo. Box 115K, BROADCASTING.

Have a bellyfull of copywriting after one year copy and announcing. Seeking straight announcing. Grad radio school, exempt. Walt DePuy, WAYB, Waynesboro, Va.

Situations Wanted (Cont'd)

Announcer-disc jockey also studio, transmitter: experienced. First phone license, draft exempt. Waiting army discharge, ready July 1. Desire work within 100 miles of N.Y.C. Mr. Ed Mitchell, 528 East 29th Street, Paterson, N. J.

Announcer-operator, single. SRT Chicago graduate. Will travel. Audition disc, photo and data upon request. Strong on sports, news and DJ, rural and pop. Sober, reliable. Desire permanent position. Write or call John B. Naimo, 10104 Ewing Ave., Chicago, Ill. Bayport 1-3162.

Combination man. Network experience. First phone. Emphasis on announcing news, commercials. Vet, single, draft exempt. Florida preferred. William Rogel, 1275 Grant Avenue, N.Y.C., N. Y.

Technical

Twenty years experience. Highly qualified. Permanent south, southwest. $4800 minimum. Box 14K, BROADCASTING.

Chief engineer—16 years experience in design, construction, FCC applications, management and economic operations, in AM-FM-TV. Excellent references, presently employed, family. Box 48K, BROADCASTING.

Chief engineer—twenty years technical experience including construction three stations. References. Family. Box 51K, BROADCASTING.

First phone. Married, two children. Age 30. Eleven years radio. 3½ broadcast 5 kw CBS affiliate. Studios, transmitter, remotes. Graduate CREI broadcast and television courses. Desire permanent TV or AM with TV affiliate. Prefer Middle Atlantic. Box 53K, BROADCASTING.

Chief engineer: Long experience, unusual qualifications. Excellent references. July 1st. Box 66K BROADCASTING.

Engineer. 1st phone, experienced. Some announcing. East preferred. Immediately available. Box 74K, BROADCASTING.

First class phone engineer—CREI student craves soothing retreat in air-conditioned control room. Also second class telegrapher, amateur and motorist. Minimum salary. $75; no announcing. Box 84K, BROADCASTING.

First phone. Seeking combination. Good voice quality. Presently employed. California or Oregon. Box 88K, BROADCASTING.

Transmitter engineer now employed, six years experience one station operating solo. Desire permanent connection with progressive station. Prefer south or southwest. Can take short announcing shifts and write copy if necessary. Personal and technical record can withstand closest scrutiny. Have car, draft exempt. Box 110K, BROADCASTING.

Chief or technician. Broadcasting or related. Fourteen years diversified experience broadcasting. Eleven years other radio and electrical. Forty-five. Family. Car. Now employed. No announcing. Box 118K, BROADCASTING.

First phone licensee looking for combo position. Transmitter experience. No announcing. Ambitious to learn audio line of radio. Box 121K, BROADCASTING.

Colored vet. Age 30, first radio-phone license. Broadcast transmitter experienced. Employed at present by local broadcast station. Desires change. Available after one week notice. Contact J. Allen, P. O. Box 374, Laurinburg, N. C.

Production-Programming, others

Newscaster-editor. Four years experience, including 2½ years air work. Currently employed network newsroom. Seek return to broadcasting. College journalism degree. Draft exempt. Box 899J, BROADCASTING.

Program director, experienced all phases including publicity-promotion. Progressive programming. Looking for permanent, solid position. Married, two children. Box 13K, BROADCASTING.

Continuity writer. Young, male, single, experienced, draft exempt. Formerly with 5000 watter. Eastern position preferred. Box 55K, BROADCASTING.

Staff organist—thoroughly experienced. Write Box 70K, BROADCASTING.

PD. Experienced all phases 250-5 kw. References verify successes. College. Veteran. Box 75K, BROADCASTING.

Situations Wanted (Cont'd)

Looking for a girl Friday who can write copy, do air work, can program classical music and wants to learn more? Write Box 79K, BROADCASTING.

Versatile continuity writer, woman's feature announcer, account servicer. Excellent references. Southwest preferred. Box 80K, BROADCASTING.

Family man with national reputation, 20 years experience on own successful radio shows, sponsored by national accounts, also on TV. Wishes position as program director or production manager of radio station in medium-size town. Location and opportunities important. Member of A F of M thorough musical background. Box 91K, BROADCASTING.

Advertising executive presently employed as assistant radio-TV director of national 4A agency in major metropolitan center desires director's job with small agency preferably in midwest or as executive with substantial radio or TV station. Experienced in sales, programming, production, public relations and network announcing. College graduate. Married. Ambitious. 31. $8000 to $10,000 bracket. Box 98K, BROADCASTING.

Copywriter, experienced, wants growing station. State nature of work, salary. Box 108K, BROADCASTING.

Program director desires affiliation with stable organization. Thoroughly seasoned program department executive offers hard work, good judgment, smooth operation, responsibility and versatile background. Competitive market and farm experience. Good references. If your operation demands ability and commercial knowhow, you should consider me. Write Box 112K, BROADCASTING.

Program director-manager of two radio stations. Experienced in all phases of broadcasting. Writer, director and promotion for major networks. Program director, manager, announcer, writer for local stations. Writer-director for television. Never fired. Present employer will recommend highly. Wish program directorship of substantial station with future. Draft exempt. Robert Williams, 1445 N. Minneapolis, Wichita, Kansas.

Television

Managerial

TV sales manager, employed in that capacity for past year seeks general managership TV position. Network and independent station experience, plus director-producer credits. Write Box 123K, BROADCASTING ● *TELECASTING.*

Technical

1st phone. Announcer-engineer, program director. Married, one child, draft exempt. 3 years AM experience. Graduate CREI Broadcast and Television Resident course. Desire technical opening in TV. Box 119K, BROADCASTING ● *TELECASTING.*

Production-Programming, Others

There's no freeze on ability! Available now, program executive midwest TV station, major competitive market, 15 years station, network, agency experience. Seeking wider opportunity with progressive TV organization. Box 124K, BROADCASTING ● *TELECASTING.*

For Sale

Equipment etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

Truscon H-30 295 foot tower GE 2-bay FM antenna. 1 kw GE FM transmitter, limiter, Magnecorders. 1, 2 and 4 channel Collins—WE remote amplifiers, model G-2 Rek-O-Kut transcription cabinets with W. E. arms equalizers. Preamps. Best offer takes any or all. Location northern Illinois. Box 881J, BROADCASTING.

Microwave equipment. Three General Electric TL-1-A 2000 megacycle video microwave links complete with lines and six foot parabolas now operating in intercity relay system. Can be used also for studio- transmitter video links. Also one 240 foot and one 200 foot guyed relay towers. One General Electric BL-2-A 1000 megacycle S.T. audio link complete with six foot parabolas. All equipment in like-new condition and available August first. Contact Lee G. Stevens, Chief Engineer, WLAV-TV, Grand Rapids, Michigan.

For Sale (Cont'd)

Western Electric limiter, model 1126-C, in perfect condition. Price $395. Also, brand new FM receiver, REL model 646-B in original factory carton. Price $275. Both items guaranteed. Engineering information available on either item. Box 97K, BROADCASTING.

For sale: 300-foot Blaw-Knox self supporting tower. Holes for UHF antenna. Excellent condition. WCEN, Mt. Pleasant, Michigan.

GE 250 watt BT-1-A transmitter, GE FM monitor, single GE FM do-nut, GE model 4-FA-14AI line equalizer, 100 lbs. #10 soft drawn bare copper wire, approx. 2,200 feet. Make offer on all or any item, available result of merger. WJLK, Asbury Park, N. J.

300-ft., 4 leg, self supporting Blaw-Knox tower, complete with insulators and all lighting equipment. Available now. In excellent condition. Good bet for TV. Call, write or wire Ken Given, WLBJ, Bowling Green, Kentucky.

RCA 1 kw FM transmitter, 2 section pylon, Hewlett Packard FM monitor, 106 ft. Truscon tower. Combination price, $5,500.00. Address Charles W. Hoefer, Aurora (Ill.) Beacon-News.

Wanted to Buy

Stations

Will buy unprofitable station from present owner if prospects look OK. Replies confidential. Box 117K, BROADCASTING.

Equipment etc.

Approved one kilowatt transmitter, preferably RCA, Collins or Raytheon. KTFS, Texarkana, Texas. Phone 35-124.

Will buy any good one kw transmitter, air cooled. Contact KTRN, Wichita Falls, Texas.

Wanted to buy: 250 watt FM transmitter. Prefer RCA or GE. Must have monitor and bay. WVOP, Vidalia, Georgia.

10 kw FM transmitter. Must comply with FCC specifications. Write Univ. of Wisconsin Purchasing Dept., Madison, Wisconsin.

Wanted. Magnecord recorders and Magnecord playback units. Write, year, model no., condition and price wanted. Radio Broadcasting Co., Inquirer Bldg., 18th Floor, Philadelphia 30, Pa.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc.; fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

Help Wanted

Salesmen

WANTED—Experienced salesman for New York office of leading radio and television station representative. Send complete resume including picture, references and salary requirements to Box 65K, BROADCASTING.

Wanted to Buy

Stations

* F L O R I D A *

Three men: top level radio management, engineering and sales, looking for large or small market radio station in Florida. 250 watter up. Fulltime, daytime or network. Ready to act. Cash on the line. Box 72K, BROADCASTING.

TRANSIT ISSUE
Hill Hears Views

RULING by a U. S. Circuit Court that transitcasting violates the constitutional rights of riders is an issue of "great importance and signifies . . . the rights and privileges of our individual citizens are not to be infringed upon," Rep. Hubert B. Scudder (R-Calif.) declared June 11.

In an address printed in the *Congressional Record*, Rep. Scudder cited a *Humboldt Standard* (Eureka, Calif.) editorial and suggested that "we all too often take for granted our rights and privileges as individuals, while devoting little thought to . . . the Constitution of the United States . . ."

The newspaper editorial had commented that "the objection arises not so much from the commercials and the music, *per se*, as from the fact that the . . . listener has no alternative but to listen." It also pointed out that the judges "admitted they were breaking new constitutional ground, in concocting this constitutional right of freedom from forced listening."

L. G. MOSELEY
West Coast Ad Exec Dies

FUNERAL services for Leslie G. Moseley, 49, West Coast advertising executive, were held June 18 in San Francisco. Burial followed at Cypress Lawn Memorial Park in Colma, near San Francisco. Mr. Moseley died June 14 after a heart attack.

In the advertising business for more than 25 years, Mr. Moseley eight years ago joined Foote, Cone & Belding as an account executive. At the time of his death, he was manager of the agency's San Francisco office. Prior to FC&B, Mr. Moseley was assistant to the president of Bowman, Dente & Cummings, San Francisco. Surviving are his widow; a son; two daughters.

NEW CATALOG issued by Astatic Corp., Conneaut, Ohio. Catalog No. 51 includes illustrations and descriptions of all models of TV and FM boosters, microphones and stands, and phonograph pickups.

EARTHQUAKE relief for San Salvador victims is discussed by "Little Bill" Stanley (r), conductor of *Happiness Exchange* on WNOE New Orleans, and Mayor deLesseps S. Morrison. The one-man campaign, started by Mr. Stanley on his early morning show, snowballed into a citywide drive when the mayor proclaimed a "Salvadorean Relief Week" and urged all citizens, via radio, to contribute to the project.

HIGHWAY SAFETY
More Media Support Asked

GROWING interest in highway traffic safety is evidenced by the increased cooperation of radio and television programs, according to W. J. Scripps, Detroit radio-newspaper executive, and chairman of the public information committee, President's Highway Safety Conference.

Pointing to the need for still further cooperation, Mr. Scripps said that television stations would be asked to increase the degree of highway safety publicity in local advertising. The committee drafted a recommendation for possible endorsement by the conference to ask advertisers to make wider use of television to promote highway safety.

Radar for Weather

EXPERIMENTAL authorization has been granted by FCC to William J. Hartnett, doing business as Weathercasts of America, St. Louis, for operation of radar equipment "for the purpose of determining the exact location of rain areas as an aspect of applicant's weather service."

ROYAL FAVORED
Jack Blume Cleared

REVISED initial decision to grant a new AM station at New Orleans on 1450 kc with 250 w fulltime to Royal Broadcasting Corp. has been reported by FCC. Competitive bid of Gretna and Lower Coast Radio and Broadcasting Co. was denied on grounds it "is not qualified to be a broadcast licensee" [BROADCASTING • TELECASTING, June 18].

FCC also struck from the record "as sham and scandalous" certain accusations against former FCC Hearing Examiner Jack P. Blume made by New Orleans Attorney Maurice B. Gatlin, whom FCC said had arranged for formation of Gretna and Lower Coast. The Commission also dismissed petitions by Mr. Gatlin directed against the earlier initial decision of Examiner Blume which recommended granting the new facilites to WJMR there, now moot since WJMR subsequently withdrew its application for the assignment [BROADCASTING • TELECASTING, Sept. 18, Oct. 9, 1950].

Equal owners of Royal Broadcasting are: Hugh M. Wilkinson Sr., attorney, chairman of board; Hugh M. Wilkinson Jr., attorney, president; Rep. F. Edward Hebert (D-La.), vice president; James Wilkinson III, attorney, secretary; and Brig. Gen. Raymond F. Hufft, adjutant general of Louisiana, treasurer. Gen. Hufft formerly was executive assistant to James A. Noe, licensee of WNOE New Orleans and KNOE Monroe, La.

Principals in Gretna and Lower Coast include Armand F. Truxillo, hotel and apartment interests, president and 40% owner; Abraham Solomon, real estate investments, vice president and 40%; and Charles A. Schmid, with Gulf Radio School and formerly with WJBW New Orleans, secretary-general manager and 20% owner.

SSB POSTS FILLED
Rothschild, Others Named

APPOINTMENTS of V. Henry Rothschild II, New York attorney, as chief legal counsel and of other key personnel to the newly-created Salary Stabilization Division of the full Salary Stabilization Board were completed and announced last week by Joseph D. Cooper, executive director.

Mr. Rothschild will direct a group charged with the responsibility of executing full board policies designed to administer the same equitable treatment to executives as that given to employes falling under the Wage Stabilization Board. Mr. Rothschild has been active in the Bar Assn. of New York and until 1940 was associated with the New York law firm of Root, Clark, Buckner & Ballantine. Other appointments included David R. Roberts as economic consultant; Jesse Robinson, executive assistant, and William Haggard, director of public information.

RFDs CONVENE
Farm Sponsorship Aired

AGRICULTURE "is more of a market for the products of radio sponsorship than ever before" and farmers must take advantage of mechanical farm aids to survive inroads on profit, Howard Doane, Doane Agricultural Service, told the spring meeting of the National Assn. of Radio Farm Directors in St. Louis June 12-15.

Sessions were devoted to a study of current economic trends rather than programming and drew 85 delegates from the U. S. and Australia, according to Sam Schneider, KVOO Tulsa, Okla., who presided over the gathering.

Climax of the three-day meeting was the presentation of an honorary membership in NARFD to Vice President Alben Barkley. Presentation was made by Phil Alampi, WJZ New York, president of the association. Local meeting arrangements were handled by the St. Louis Chamber of Commerce, Mansanto Agricultural Chemical Co., Ralston Purina Co. and Doane Agricultural Service, of which Mr. Doane is board chairman.

RESEARCH ROLE
Engstrom Tells Methods

AN EFFECTIVE industrial research staff "is one where all members respond to originality, where all members have some degree of originality and where a portion are highly creative," Dr. E. W. Engstrom, RCA Labs vice president for research, stated at the second annual conference on industrial research at Columbia U. in New York.

Stressing originality and character, plus scientific training, Dr. Engstrom said that the scientific inquisitiveness which produces progress seemed to require an atmosphere of discontent with the current order of things, accompanied by a drive toward improvement and enhancement. He said that integrity of purpose in research is vital . "Nature is a cruel and exacting taskmaster when it comes to technical or scientific accuracy and honesty," he said, and added that "reliability in prosecuting a work program is rarer than one might think and is richly rewarded."

Industry Statistics

PUBLISHED volume of "Statistics of the Communications Industry of the U.S." for the calendar year 1949 is now available from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., FCC has announced. The 297-page volume contains financial and operating data compiled principally from annual reports filed with FCC. Section B of the book contains data for the broadcast networks, and AM, FM and TV stations. Complete volume is $1; Section B separately is 25¢.

Midwest

Small Market	Large Market
$40,000.00	*$45,000.00*
Profitable 500 watt, daytime operation in exclusive market in rich agricultural area. Doing good volume of business. Financing arranged.	An excellent independent station in one of the midwest's important markets. Well equipped and only one other station in a city in excess of 70,000. Can be financed up to 50%.

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Harold R. Murphy Tribune Tower Delaware 7-2755-6	Ray V. Hamilton 235 Montgomery St. Exbrook 2-5672

Trade Winds Fair

(Continued from page 23)

week sponsorship of *Quick As A Flash*, *Richard Diamond* and Camels take a summer hiatus from their Wednesday 8-8:30 p.m. period, July 6 to Sept. 28, while Bob Bartley and his sponsor, Mars, Inc., take a similar three-month lay-off from the same period on Friday. *Ozzie and Harriet* will also be on vacation starting June 29, but their sponsor, Heinz, will continue in that Sunday night spot with *A Life in Your Hands* as its summer vehicle.

Mutual has reported an-all-time high sale of its co-op news programs, which on June 1, of this year accounted for a combined total of 888 station sales, a 66% increase over the 534 station sales of these shows on June 1, 1950. Program breakdown shows Cecil Brown with 91 station sales this year as against 68 last year, Bill Cunningham with 84 to 47, Cedric Foster with 174 to 118, Robert Hurleigh with 79 to 15; Fulton Lewis with 376 (an all-time high for this 14-year old program) to 265; *Mutual Newsreel* with 84 now to 21 a year ago. *Newsreel* may soon be advertising Blatz beer on the network if station clearances can be obtained.

MBS Hiatuses

Two sponsors have vacated the Monday-Friday 5-5:30 p.m. period on MBS: Kellogg Co. dropping *Mark Trail* on Monday-Wednesday, Friday, and National Biscuit Co. *Straight Arrow* on Tuesday and Thursday, while Ronson has ended its sponsorship of *Twenty Questions*, Saturday, 8-8:30. Noxzema today starts a six-week hiatus of its sponsorship of Gabriel Heatter's Monday, 7:30-7:45 p.m. newscast.

CBS summer shifts include: American Home Products dropping *Mr. Keen* July 12; American Safety Razor Corp. cancelling its Sunday evening five-minute news; Animal Foundation dropped Bill Shadel's Sunday morning five-minute newscast June 17; Campbell Soup giving Bob Crosby a lay-off July 2-Aug. 29; Coca-Cola Co. discontinuing Morton Downey June 30; Colgate-Palmolive-Peet Co.'s *Our Miss Brooks* taking a hiatus, July 8-Sept. 9; Electric Auto-Lite giving *Suspense* a hiatus July 5-Aug. 23; Electric Companies letting *Corliss Archer* off July 1-Aug. 26; Emerson Drug dropping *Hollywood Star Playhouse* in July (and moving it to ABC in the fall); General Foods giving vacations to *Gangbusters* and *Hopalong Cassidy* July 6-Sept. 15.

Other Network Changes

Hall Bros., vacated *Hallmark Playhouse* June 7-Aug. 30; Lever Bros. dropping *My Friend Irma* June 25 and giving *Lux Radio Theatre* a lay-off July 2-Aug. 20; Liggett & Myers letting Bing Crosby off for the summer starting July 4; Longines-Wittnauer Watch Co., dropping *Chorcliers*; Pepsi-Cola started Phil Regan, June 3 in a Sunday afternoon series; Pillsbury Mills taking a hiatus for Cedric Adams five-minute weekday afternoon spots, with Puritan Co. of America putting Julian Bentley on for the summer, May 28-Aug. 24; Procter & Gamble Co. dropping *FBI in Peace and War* June 28 and Red Skelton June 24 and giving *Beulah*, Jack Smith and Lowell Thomas vacations July 2-Aug. 24; Quaker Oats discontinued its weekday afternoon quarter hours with Grady Cole and Lou Childre June 22; Rexall Drugs put Peggy Lee in the *Amos 'n' Andy* spot June 17-July 29 and taking a hiatus Aug. 5-Sept. 23; Reynolds taking a hiatus for Bob Hawk July 2-Aug. 20; Sterling Drug dropped *Mystery Theatre* June 9; Bill Shadel June 17, *Sing It Again* June 9, and giving *Mr. Chameleon* a vacation from June 27; Wildroot dropping *Charley Wild* and picking up the part of *FBI* dropped by P&G; William Wrigley Jr. Co. adding four special summer series, all on 9-9:30 p.m. *Broadway Is My Beat* Sunday, July 8-Aug. 12; *Romance*, Monday, July 16-Aug. 20; *Johnny Dollar*, Wednesday, July 18-Aug. 15; *Line Up*, Thursday, July 5-Aug. 16.

Advent of summer finds the following changes in NBC's commercial line-up: Sunday afternoons Belmont Radio added John Cameron Swazey in a quarter-hour news series June 17 and U. S. Tobacco starts *Martin Kane* July 1, while Norwich Pharmacal Co. drops Bob Trout July 29 and TWA is giving *The Blandings* a vacation June 17-Sept. 17. On Tuesday, DuPont gives *Cavalcade* a summer layoff July 3-Sept. 4 and Lewis Howe Co. wound up *Baby Snooks* June 12 and will be back with a new program Sept. 18. Kraft Foods Co. has moved *The Falcon* from Sundays into the Wednesday evening spot while *Gildersleeve* is absent June 6-Aug. 29. On Thursday General Foods drops *Aldrich Family* June 28 and on Friday Pabst cancels *Life of Riley* June 29 and also on that date Colgate-Palmolive-Peet Co., drops Bill Stern, Saturday, June 30, sees two more C-P-P programs go off—Dennis Day and Judy Canova—with no date set yet for their return in the fall, if they do. American Tobacco Co. gives *Hit Parade* a lay-off July 7-Sept. 8.

KDKA's departing manager, Joseph E. Baudino (left), greets his successor, Robert Duffield (second from left), at the annual KDKA barbecue. Looking on are Walter Evans, president of Westinghouse Radio Stations Inc., and Walter E. Benoit (right), former WRS general manager, who now directs Westinghouse's new Air Arm division. ➤

'STAR SEARCH'

WLW Ends Talent Campaign

WLW Cincinnati has completed a "Star Search" for talent with the cooperation of 153 theatres in five states.

Winners received WLW contracts and cash awards ranging up to $1,000. A total of $5,000 in cash and merchandise was divided among 10 finalists.

Theatre managers praised the "Star Search" as it filled their movie houses; WLW strengthened its contact with persons in the five-state area, and the station's talent roster was augmented. All things considered, it was felt by WLW to be a successful campaign.

Firm Shares Profits

CHECKS totaling $143,735.76 have been distributed to eligible employes under a profit-sharing plan of the Packard-Bell Co., West Coast radio-television manufacturer. This regular midyear payment was timed for the annual vacation of plant employes, said Herbert A. Bell, founder-president of the company, who spoke at silver anniversary ceremonies at the Los Angeles plant. This was the largest distribution in the history of the profit-sharing plan. Next payment under the plan is scheduled for Dec. 14.

RCA Vacation Plans

RCA manufacturing plants in New York, Indianapolis and Canonsburg will each close at separate periods for employe vacations, Ralph C. Williams, Custom Sales Administration manager for RCA Victor, announced. The New York plant, which handles transcription, slide film and miscellaneous custom record production, will close July 2-8; the Indianapolis and Canonsburg plants, which manufacture exclusively for commercial-type phonograph requirements, close June 29-July 15 and June 23-July 8 respectively. No shipments from the plants will be made during these periods.

KDKA's FEAST

400 at Annual Barbecue

THERE is no beef shortage in Pittsburgh, according to some 400 agency men and clients that were on hand for KDKA's annual barbecue June 19. One of the main features, if not the main one, at the North Park Lodge site, was the cooking, serving and consumption of an 847-pound steer.

The big event, in its fourth year of running, also featured golf, badminton, volley ball, soft ball and horse shoe pitching for those who wished to participate. For those not athletically minded, it offered card games, old-fashion bull sessions or just renewing old friendships with a tall drink.

Beside the beef, the guests enjoyed six sacks of potatoes, 30 gallons of cold slaw, 100 dozens of rolls, 40 gallons of baked beans, 30 pounds of butter, five baskets each of radishes and green onions, six gallons of pickle chips and 50 gallons of coffee.

A drawing was held for prizes, ranging from golf clubs to fishing equipment. Topping off the evening there was a special floor show. The entire 14-hour event, except for the food, was handled by KDKA staffers.

According to a report appearing in *The Bulletin*, published annually following the gala event, the food that was eaten surpassed all expectations. A copy of the picture-loaded tabloid was placed on the desk of each guest informing him of his doings the day before.

Truman Address

AN ADDRESS by President Harry S. Truman, commemorating the anniversary of the Korean War, will be carried by all radio networks today (Monday). MBS will carry the address from 2-2:25 p.m. from Tullahoma, Tenn., where he will dedicate an engineering project in honor of the late Gen. Henry H. (Hap) Arnold. Liberty plans to carry it at the same time. ABC, NBC and CBS will air the program by special recording from 11:30 to 12 midnight.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Simon

MY MAGIC HEART

On Records: **Howard Keel-Dave Rose—MGM 30378; Peggy Lee—Cap. 1586; Wayne King—Vic. 2014170; Vinni De Campo—Coral 60520; Tommy Dorsey—Dec.***

** Soon to be released.*

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

FCC Actions

(Continued from page 91)

APPLICATIONS RETURNED

KOCS Ontario, Calif.—RETURNED application for CP to change hours from D to unl. with 250 w DA-N.

WKXY Sarasota, Fla.—RETURNED application for assignment of license from old partnership to new partnership d/b as Sarasota Bcstg. Co.

KHIT Lampasas, Tex.—RETURNED application for assignment of license.

WCAZ Carthage, Ill.—RETURNED application for transfer of control Superior Bcstg. Service Inc., licensee, from Chicago Title & Trust Co., executors of estate of Robert E. Compton, to Zola N. Compton.

June 21 Decisions . . .

BY THE COMMISSION EN BANC

License Granted

WBT Charlotte, N. C.—Granted regular license for AM station on 1110 kc 50 kw unl. DA-N and for booster station at Shelby on same frequency with 1 kw DA-N, N only, and CPs for two STL stations for relaying programs and synchronizing signal from WBT to booster station.

Designated for Hearing

Harding College, Searcy, Ark. and Edith Wood Sweezy, Searcy, Ark.—Designated for consolidated hearing in Washington on August 6 re applications, both requesting new AM station on 1450 kc 250 w unl.

Application Granted

WPTF Raleigh, N. C. and WAPA San Juan, P.R.—Granted applications of WPTF to change DA pattern and license to cover CP as modified; by order, dismissed petition of WAPA requesting reconsideration of Commission action in granting original WPTF CP.

Experimental Authority

WHYN-FM Holyoke, Mass.—Granted special experimental authority to operate station WHYN-FM to remote control from trans. site of AM station WHYN without a licensed operator in attendance at WHYN-FM trans. for period ending Dec. 20, 1951.

June 21 Applications . . .

ACCEPTED FOR FILING

AM—1420 kc

WINA Peekskill, N. Y.—Mod. license to increase power from 500 w to 1 kw D.

License for CP

WRIC Richlands, Va.—License for CP which authorized a new AM station.

CP to Change ERP

KWNO-FM Winona, Minn.—CP to change ERP from 55 kw to 18.5 kw.

License Renewal

Following stations request renewal of license: KBLF Red Bluff, Calif.; KSYC Yreka, Calif.; KBOL Boulder, Col.; WKBB Dubuque, Iowa; WFKY Frankfort, Ky.; WTXL Springfield, Mass.; WLOX Biloxi, Miss.; KVOW Littlefield, Tex.; KVWC Vernon, Tex.; WOSH Oshkosh, Wis.

WCUO (FM) to Quit

WCUO (FM), Cleveland outlet licensed to the United Auto Workers of America-CIO, has announced plans to cease operation soon. Reason given by spokesmen was that the area was being served by the union's WDET(FM) Detroit. WCUO went on the air in 1949.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH JUNE 21

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,276	2,245	139		269	124
FM Stations	648	527	132	1*	10	3
TV Stations	107	81	28		411	171

* On the air.

CALL ASSIGNMENTS: WPRT Prestonburg, Ky. (Kentucky Mountain Bcstg. Co., 960 kc, 1 kw, day); KVBC Farmington, N. M. (Valley Bcstg. Co., 1240 kc, 250w, fulltime); WOKE Oak Ridge, Tenn. (Air Mart Corp., 1430 kc, 1 kw, day); WIRO Ironton, Ohio (Glacus G. Merrill, 1230 kc, 250 w, fulltime); WLEA Hornell, N. Y. (Hornell Bcstg. Corp., 1480 kc, 1 kw, day).

* * *

Docket Actions . . .

FINAL DECISIONS

WBAL Baltimore, Md.—Announced final decision granting renewal of license to Hearst Radio Inc. on 1090 kc, 50 kw, fulltime, night-directional, and denying application of Public Service Radio Corp., seeking a new AM station to operate on same facilities. Decision June 14.

Jackson, Mich.—Announced final decision granting application of WKMH Inc. for a construction permit for a new AM station at Jackson, Mich. to operate on 970 kc, 1 kw, fulltime (with conditions), and denying application of Lake Huron Bcstg. Corp. to change facilities of WKNX Saginaw, Mich. from 1210 kc, 1 kw, daytime, to 970 kc, 1 kw, fulltime, night-directional. Decision June 13.

K C L O Leavenworth, Kan.—Announced final decision denying application for modification of license to change facilities from 1410 kc, 500 w, daytime, to 1410 kc, 1 kw, daytime. Decision June 13.

INITIAL DECISIONS

KSVC Richfield, Utah—Hearing Examiner Fanney N. Litvin issued initial decision favoring denial of application of Sevier Valley Bcstg. Co. for KSVC license renewal. Decision June 19.

MEMORANDUM OPINIONS AND ORDERS

FCC issued memorandum opinion and order scheduling oral argument in Washington on June 28 on petitions by the FCC Bar Association, Trent Bcstg. Corp., Trenton, N. J., and WKMH Inc., Dearborn, Mich. concerning the authority of the Commission to issue a table of station assignments and to reserve channels for noncommercial educational television stations, as part of its rules. Persons who have participated in TV proceedings pursuant to the Third Notice of Proposed Rule Making may file notice of appearance in oral argument on or before June 25. Order issued June 15.

Ft. Myers, Fla.—By order, FCC stayed effectiveness of initial decision which favored grant of application of Robert Hecksher for a construction permit for a new AM station on 1400 kc, 250 w, fulltime, pending further review by the Commission. Order June 18.

Non-Docket Actions . . .

AM GRANTS

KWSO Wasco, Calif.—Granted permit to increase power from 250 w to 1 kw on 1050 kc. Granted June 20.

WSPC Anniston, Ala.—Granted permit to increase daytime power from 1 kw to 5 kw on 1390 kc, continuing to use 1 kw-night, change from DA-1 to night directional. Granted June 20.

WCNR Bloomsburg, Pa. — Granted permit to increase power from 500 w to 1 kw, daytime, on 930 kc; engineering conditions. Granted June 20.

TRANSFER GRANTS

WCVI Connellsville, Pa.—Granted transfer of control Connellsville Bcstrs. Inc., licensee, from J. Wylie Driscoll et al. to John B. Craddock and 11 other individuals through sale of 100% stock for $45,000. Mr. Craddock is general manager of WCVI. Granted June 13.

WABY Albany, N. Y.—Granted assignment of license from Adirondack Bcstg. Co. to Eastern New York Bcstg. Corp. for $22,500. Principals in transferee are Nelson L. Kidd (18.46%), 12% owner WINR Binghamton and 20% owner WNDR Syracuse; Vice President Hyman E. Mintz (18.46%), New York State assemblyman; President David A. Kyle (18.46%) Columbia U. student; Georger Field (18.46%), RCA recording division director; Secretary Arthur L. Cooper (18.46%), with WDLA Walton, N. Y.; Treasurer Martin A. Karig (7.6%), ¼ owner WWSC Glens Falls, N. Y. Granted June 15.

WMBM Miami Beach, Fla.—Granted acquisition of control Biscayne Bcstg. Co., licensee, by K. S. Keyes through purchase of all stock outstanding from J. M. Vreen and eight other stockholders for $256 and assumption of obligations totalling $37,019.51. Granted June 15.

KWCO Chickasha, Okla.—Granted assignment of license from Washita Valley Bcstg. Corp. to Clarence E. Wilson and Philip D. Jackson d/b as Washita Valley Bcstg. Co. No money involved. Owners prefer partnership. Granted June 13.

WJRM-WRCM (FM) New Orleans, La.—Granted transfer of control Supreme Bcstg. Co. Inc., licensee, from William Cortada, Ramon Cortada, George A. Mayoral and Leon Sarpy to Chester Owens for $53,000. Mr. Owens is an attorney. Granted June 21.

WPUV Pulaski, Va.—Granted transfer of control Southwest Bcstg. Corp., licensee, from Howard Imboden et al. to Mason C. Deaver Jr. and Maruma R. Deaver through sale of all stock for $64,746. Mr. Deaver has been an employe of WPUV. Maruma Deaver is his wife. Granted June 21.

KWWB Walla Walla, Wash.—Granted acquisition of control Walla Walla Bcstg. Co. by Harold C. Singleton through purchase of 127¾ shares from John W. Kendall for $23,000. Mr. Singleton was formerly minority stockholder, now owns 51.1%. He is also ½ owner Redmond Bcstg. Co., applicant for new AM station in Redmond, Ore. Granted June 21.

KVRS Rock Springs, Wyo.—Granted transfer of control Wyoming Bcstg. Co., licensee, from Marjorie L. McCracken to Rock Springs Newspapers Inc. through sale of 100% interest to Rock Springs and four others for $59,486, plus or minus. Granted June 21.

KGST Fresno, Calif.—Granted assignment of license from a partnership composed of S. A. Mandel, Morris Mindel and Milton Gerloff to a partnership composed of Morris Mindel, Milton Gerloff and Jeanne Bacher. Miss Bacher pays $12,000 for her ½ interest. Granted June 21.

New Applications . . .

AM APPLICATIONS

Coral Gables, Fla.—Alan Henry Rosenson, 1490 kc, 250 w, fulltime; estimated construction cost $13,550; first year operating cost $40,000; first year revenue $60,000. Mr. Rosenson is ½ owner WLRD (FM) Miami Beach. Filed June 20.

Jefferson City, Mo.—Jerrell A. Shepherd, 950 kc, 1 kw, daytime; estimated cost $15,100; operating cost $45,000; revenue $60,000. Mr. Shepherd is owner KNCM Moberly, Mo. Filed June 20.

Ft. Stockton, N. M.—Joe D. Talley and Glenn Burgess d/b as Trans-Pecos Bcstg. Co.; estimated cost $22,608.36; operating cost $33,084; revenue $48,000. Mr. Talley is program director of KSLJ Gladewater, Tex. Mr. Burgess is manager of Lufkin, Tex., chamber of commerce. Filed June 20.

Sanford, N. C.—Radio Sanford Inc., 1490 kc, 250 w, fulltime; estimated cost $7,925; operating costs and revenues not estimated. Simultaneous with this application is another (see Transfer Requests below) requesting assignment of license of WSNS (FM) Sanford from Thomas E. Barker to Radio Sanford Inc. Principals are President Thomas E. Barker (49%), present owner of WSNS (FM); Secretary Mrs. A. D. Barker (49%), owner Barker's Used Furniture store; Vice President G. B. Barker (2%), partner in Barker-Keith Brokerage Co. Filed June 21.

Calhoun, Ga.—RESUBMITTED application by Gordon County Bcstg. Co., 1490 kc, 250 w, fulltime; estimated cost $13,596.50; operating cost $25,000; revenue $50-60,000. Principals are President R. R. Magill (51%), chief engineer for WRLD-AM-FM West Point, Ga. and Lanett, Ala.; Vice President Dr. Wallace L. Bazemore (30%), physician; Treasurer Duncan Bazemore (10%), student at Stanford U.; Secretary Jewyl D. Magill (9%), wife of R. R. Magill. Filed June 21.

Stuart, Fla.—Martin County Bcstg. Co., 1450 kc, 250 w, fulltime; estimated cost $12,500; operating cost $40,000; revenue $45,000. Partners owning ½ each are D. W. King Jr., owner of Stuart Hardware Co.; T. T. Oughterson, attorney; Ernest D. Tyner, district circulation agent for Miami Herald Pub. Co. (no financial or policy connection with newspaper). Filed June 21.

TV APPLICATIONS

Cape Girardeau, Mo.—Hirsch Bcstg. Co., Ch. 12 (204-210 mc), 31.5 kw visual, 15.75 kw aural, antenna 500 ft. Estimated cost $123,471; operating cost $85,000; revenue $60,000. Applicant is licensee of KFVS Cape Girardeau. Filed June 21.

TRANSFER REQUESTS

KDKD Clinton, Mo.—Assignment of license from David M. Segal, Lee E. Baker and Jeanne F. Baker, a partnership d/b as Clinton Bcstg. Co. to Clinton Bcstg. Co. Inc., a formality involving no actual change in ownership. Mr. Segal will control 52% while Mr. Baker is in Navy, but upon his return, percentages will again be Mr. Segal, 50% and the Browns, 50%. Filed June 20.

WANT Richmond, Va.—Assignment of license from United Bcstg. Co. Inc. to United Bcstg. Co. of Va., a subsidiary corporation owned entirely by the present licensee, in consideration for which transferor will accept 100 shares of stock with par value of $100 per share, and a $15,000 non-interest-bearing note, payable at rate of $1,000 per year. Filed June 20.

KGRI Henderson, Tex.—Transfer of 110 shares in Henderson Bcstg. Co., licensee, from T. P. Lott, Carmen C. Lott, Henry Dailey and Mrs. Henry Dailey Sr. to T. P. Cannon for $27,500. Mr. Cannon is ½ owner Beacon Oil & Refining Co., ¾ owner of State Insurance Agency. His brother, Roy Cannon, owns 40 shares, giving them 90% control if transfer is approved. Filed June 21.

KUNO Corpus Christi, Tex.—Assignment of license from Leslie C. Smith, B. G. Moffett and J. H. Mayberry a partnership d/b as Community Bcstg. Co. to KUNO Inc., new corporation owned by same three individuals, ⅓ interest each. This represents an increase in Mr. Mayberry's interest, since he owned only 12½% under old partnership. He pays $7,355.16 to the other two for his increased interest. Filed June 21.

KVMC Colorado City, Tex.—Assignment of license from Marshall Formby, Eldon B. Mahon and Clint Formby d/b as Colorado City Bcstg. Co. to Eldon B. Mahon and John B. Mahon d/b as Colorado City Bcstg. Co. for $23,175. Eldon Mahon is District Attorney for 32nd Judicial District of Texas. John Mahon is 51% owner of Mahon Motor Co. Filed June 21.

WTTT Coral Gables, Fla.—Assignment of license from Atlantic Shores Bcstg. Inc. to E. H. Spach, trustee in bankruptcy, for purpose of selling license at earliest possible date. Filed June 21.

WZOB Ft. Payne, Ala.—RESUBMITTED application for assignment of license from Glenn M. Gravitt, Colonel J. C. Vessels and H. V. Roberts d/b as Fort Payne on the Air to Glenn M. Garvitt. No money involved. Partners wish to withdraw and invest no further in operation. Filed June 21.

WKUL Cullman, Ala.—Acquisition of control Cullman Bcstg. Co. by Hudson C. Millar Jr. through purchase of 50% interest from his brother, Alexander B. Millar, for $10,000. H. C. Millar is present ½ partner. Filed June 21.

WSNS (FM) Sanford, N. C.—Assignment of license from Thomas E. Barker tr/as Sanford Bcstg. Co. to Radio Sanford Inc. for $9,800 worth of stock (49%). Other interests in new cor-

CBS Structure

(Continued from page 23)

nnounced, officials said the management and direction of those roperties would be unchanged. Hytron itself has been headed by loyd Coffin as board chairman nd Bruce Coffin as president, while ir King Products Corp., Hytron ubsidiary now known as CBS-olumbia Inc., has been headed by resident D. H. Cogan. All three ave been signed to three-year, 50,000-a-year contracts and elected BS vice presidents, and are slated or election to the CBS board in uly.

Columbia Records is headed by resident James B. Conkling. He as elected to the CBS board two eeks ago along with Harry S. kerman, who is in charge of net-ork programs in Hollywood and s expected to have a prominent ole under the reorganization [BROADCASTING • TELECASTING, une 18].

In the division of AM and TV perations of the network, specu-ation centered around J. L. Van olkenburg, vice president in harge of network sales, as pos-ible head of the CBS television perations; Mr. Meighan for a imilar role in radio, and J. Kelly mith, vice president in charge f station administration, for head f owned-and-operated stations perations.

It also was said that CBS was onsidering bringing in at least ne executive from outside the ompany to head one or more of he new divisions.

Whether all service units such s accounting, auditing, engineer-ng, legal, press information and he like would be split into sep-rate radio and TV units also ppeared among the undecided uestions.

ee Lynch

EE LYNCH, 49, Illinois Assem-lyman and broadcaster since 1937, ied June 15 while serving in the tate House of Representatives at pringfield. He narrated the half-our Sunday show, *Your Coles ounty Reporter*, on WLBH Mat-oon at the time of his death and as heard previously on WDZ Tus-ola (now Decatur). Ray Livesay, LBH owner, narrated a memorial rogram June 17 on which mes-ages from Gov. Adlai Stevenson nd Representatives were broad-ast.

peration given above in "AM Applica-ons." Filed June 21.

eletions . . .

OTAL deletions to date since Jan. 1: M 17, FM 46, TV 0. New deletions, ffective dates and reasons follow:
WGAY-FM Silver Spring, Md.—Tri-uburban Bcstg. Corp., construction ermit, June 13. Facilities inadequate.
WCMW-FM Canton, Ohio — Stark estg. Corp., license, June 13. Eco-omic.
WILA (FM) Woodstock, Ill.—North-rn Ill. Bcstg. Co., license, June 12. ack of interest and increase in tele-ision.

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

EXTRA-WEEK
MAY 13-19, 1951
EVENING, ONCE-A-WEEK
NIELSEN-RATING

Current Rank	Program	Current Rating Homes %
1	Lux Radio Theatre	14.0
2	Godfrey's Talent Scouts	11.1
3	Mystery Theatre	10.9
4	You Bet Your Life	10.4
5	Charlie McCarthy	10.3
6	Jack Benny Show	10.0
7	My Friend Irma	9.9
8	Life with Luigi	9.5
9	Mr. Keen	9.5
10	Walter Winchell	9.0

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CD NETWORK

Truman Asks $20 Million

PRESIDENT Truman last Thursday asked Congress for a near $20 million outlay for the operation of a communications warning network which would implement broadcasting stations in the nation's civil defense preparation.

The request was contained in a letter to House Speaker Sam Rayburn calling for a huge $535 million expenditure on the basis that "enemy planes could drop bombs on our cities, no matter how good our defense may be." Included was a provision for $19,745,000 for federal operations, including the communications system and administrative expenses. Another $200 million would be used for stockpiling materials and equipment.

The communications equipment presumably would comprise air raid sirens, two-way radios, and other emergency items which are earmarked for use in connection with civil defense procedure involving use of radio-TV stations for alerting state CD personnel.

Mr. Truman's request also includes $250 million for grants-in-aid to states for shelter; $45 million-plus in federal contributions to be matched by states for supplies and equipment; and another $20 million in working capital.

Betting Swindler

WARNING against swindlers was issued last week by Westinghouse Radio Stations Inc. in paid advertising space. Text of the advertisement says that ". . . an unidentified person representing himself as a 'vacationing employe' of one of the Westinghouse radio stations," asks someone for an introduction to a "bookie" so that he can place bets on the races. In some cases he has succeeded in victimizing his contact—in one case to the extent of $800. The ad says that Westinghouse is embarrassed by the improper use of its name and warns the public so that they can guard against such swindles.

STATE GROUP

Maryland Assn. Planned

FORMATION of a Maryland broadcasters association, to include District of Columbia stations, was initiated last Thursday in Annapolis. Session was held in Carvel Hall, following a regular meeting of the Chesapeake AP Radio Assn.

Charles J. Truitt, WBOC Salisbury, was named temporary chairman and president of the new organization, for which a name is yet to be selected. Mr. Truitt reported that he had solicited comments from more than 50 stations in the Maryland-Washington area and that response had been favorable.

The inclusion of District of Columbia stations was proposed by Robert C. (Jake) Embry, who also advocated immediate formation of the association. Joseph L. Brechner, WGAY Silver Spring, opposed the latter move, but was overruled. Mr. Brechner suggested that an organization committee first be set up before proceeding with formation plans.

Mr. Truitt was instructed to appoint a committee to set up the rules and framework of the association. He will be assisted by Jack Surrick, WFBR Baltimore. Further meeting tentatively was set for sometime after Labor Day.

The Chesapeake AP Radio Assn. session was presided over by Dennis Sartain, WWDC Washington. Slate of new officers for the coming year, submitted by Ben Strouse, WWDC, was unanimously elected. They are: Mr. Embry, president; Ted Koop, WTOP Washington, first vice president; Bill Paulsgrove, WJEJ Hagerstown, second vice president; and Dan Hydrick, WDKY Cumberland, third vice president.

Oliver Gramling, assistant to the general manager for radio AP, addressed the gathering and showed a film on "News Sales."

Also presented was a set of regulations on awards to be made to member stations on the basis of local news shows. It was decided that members of the Virginia Assn. of Broadcasters, which already conducted such a successful competition, would judge the Chesapeake contest. Contest recordings and materials are to be submitted to the Baltimore AP office by next March.

Mr. Brechner was named to a special TV committee to study a like competition for local television newscasts.

Thursday afternoon, the delegates were taken on a cruise aboard the state yacht, *Potomac*, to view the new Chesapeake Bay Bridge.

RUML TALKS ON RADIO

At APS Subscriber Conference

FOURTH subscriber conference of Associated Program Service, New York, with APS Vice President Maurice Mitchell presiding and Beardsley Ruml, internationally known tax and financial expert and Muzak board director, as guest speaker.

Mr. Ruml's speech, before the 60 station members attending the afternoon conference, was confined to off-the-record remarks concerning the position of the radio station in today's economy.

Mr. Mitchell, delivering his now-famous "Mitch's Pitch," re-emphasized the overwhelming need for analysis of the advertiser's problem by every station member.

The morning session of the conference was devoted to a member-participation discussion outlining ways and means to the development of attractive programming. Chairman of the morning meeting was Leslie Biebl, APS program director.

FM SET DEMAND

RTMA-NARTB Session

JOINT problems of FM stations and set manufacturers will be discussed June 26 by spokesmen for NARTB and Radio-Television Mfrs. Assn., meeting at NARTB Washington headquarters. FM operators will explain results of a NARTB survey purporting to show extensive demands for FM receivers which manufacturers are failing to meet.

RTMA conducted a separate survey and will reveal the results to FM station representatives. Among those representing RTMA will be John W. Craig, Crosley Division, chairman of RTMA's FM Policy Committee; Glen McDaniel, president, and James D. Secrest, general manager.

FORD FUND SURVEY

Land Grant Colleges Accept

INVITATION by the Ford Foundation's Fund for Adult Education to conduct a survey of adult education activities among rural people has been accepted by Assn. of Land-Grant Colleges & Universities, Washington, according to Dr. R. F. Poole, president of Clemson Agricultural College, Clemson, S. C., and association president.

Dr. Charles P. Loomis, head of Michigan State College's department of sociology and anthropology and research service director, will direct the survey. Dr. Loomis is in Costa Rica directing a rural social study in that country.

Ford Foundation is considering a TV educational program research project to be conducted in cooperation with NARTB [BROADCASTING • TELECASTING, June 18].

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NINE PANELS SET UP IN NTSC REORGANIZATION

REORGANIZATION of National Television System Committee into nine panels to coordinate development of new color TV system announced Friday by Dr. W. R. G. Baker, committee chairman. Formation of panels is first step following release June 4 of NTSC ad hoc committee report on standards for the "broad framework of a new composite system of color television" [BROADCASTING • TELECASTING, June 4].

Dr. Baker also announced appointment of Dr. Elmer Engstrom, vice president in charge of research, RCA Labs Div., as NTSC vice chairman. Others are David B. Smith, Philco Corp., and D. G. Fink, McGraw-Hill Publishing Co. Panel chairmen and vice chairmen are:

Network—Frank Marx, ABC, chairman; R. E. Shelby, NBC, vice chairman. Subjective Aspects of Color—Dr. A. N. Goldsmith, of New York, chairman; D. E. Hyndman, of Eastman Kodak Co., vice chairman. Color System Analysis—Mr. Fink, chairman; A. G. Jensen, Bell Telephone Labs, vice chairman. Color Video Standards—A. V. Loughren, Hazeltine Electronics Corp., chairman; W. T. Wintringham, Bell Telephone Labs, vice chairman. Color Synchronizing Standards—D. E. Harnett, General Electric Co., chairman; M. R. Briggs, Westinghouse Electric Corp., vice chairman. Compatibility—Dr. D. E. Noble, Motorola Inc., chairman; Rinaldo DeCola, Admiral Corp., vice chairman. Field Testing—Dr. T. T. Goldsmith, Allen B. DuMont Lab. Inc., chairman; G. E. Gustafson, Zenith Radio Corp., vice chairman. Co-ordination —Mr. Smith, Philco Corp., chairman; I. J. Kaar, General Electric Co., vice chairman. Definitions—Dr. R. M. Bowie, Sylvania Electric Products, chairman; M. W. Baldwin Jr., Bell Telephone Labs, vice chairman.

WFAA AM-TV COMPLETES STAFF REALIGNMENT

PERSONNEL reassignments and appointments at WFAA and WFAA-TV Dallas announced by Martin B. Campbell, general manager. Alex Keese, in charge of regional sales, assumes title of assistant manager of radio station operations. Ralph W. Nimmons is assistant general manager and station manager of WFAA-TV.

Other WFAA-TV appointments: Ashley Dawes, program director; Ray Huffer, production supervisor; Ridgley Radney and Tom Palmer, assistant directors; Howard Anderson, director of film department; Joan Danahy, assistant director of film department and music librarian. At WFAA-AM, Tom Brown, formerly in sales, becomes night program supervisor, with Norvell Slater daytime program supervisor.

N.Y. BAR ASSN. UNDECIDED

BAR ASSN. of the City of New York undecided Friday on representative it will select to appear before Senate Judiciary Committee on nomination of Comr. Frieda Hennock to federal judgeship in New York southern district court. Louis Loeb, chairman of association's judiciary committee, said he and Whitney N. Seymour, bar president, would attend if hearings are called (see early story page 25).

SEN. JOHNSON FAVORS JOINT EDUCATIONAL EFFORT

SEN. ED C. JOHNSON (D-Col.) said Friday he goes along "completely" with J. Webb Young, Ford Foundation consultant, who would coordinate hopes of educators with commercial TV operation in order to best use TV on behalf of education *now*. If FCC can find way to blend these elements, "it will render a great service to the cause of education," Senator said.

Sen. Johnson's comments were contained in filing of additional comments with FCC on Commission's TV allocations plan. "Education," he said, "will have all the advantages inherent in this new art with none of the terrifying burdens which fall upon the telecasters. . . .

"I am not suggesting . . . any educational group [be precluded] from applying for a channel so long as they satisfactorily demonstrate they are financially qualified and otherwise able to operate a station," he said. "What I want to avoid is creating 'a dog in the manger' situation."

Citing educators' national campaign for TV allocations, Sen. Johnson said: "There has been some intense drum beating through the country designed to stampede the Commission into reserving channels for non-commercial educational purposes." But, he said, few universities are "fit, willing and able" to operate a TV station. He suggested FCC impose condition in all TV licenses requiring certain amount of time be made available for educational purposes in public interest as sustaining feature.

FIVE MONTH GROSS FOR NETWORKS RELEASED

INCREASED gross radio billings for CBS and MBS for first five months of 1951, as compared with same period last year, reported by Publishers Information Bureau today (Monday). Gross TV billings showing increases of vast proportions for same period were shown for ABC, CBS and NBC—DuMont network, as is its custom, not reporting.

PIB figures in full as reported:

NETWORK RADIO

	May 1951	May 1950	Jan.-May 1951	Jan.-May 1950
ABC	$2,913,834	$3,260,839	$14,582,390	$16,571,195
CBS	6,763,933	6,319,197	33,060,678	30,224,024
MBS	1,510,818	1,356,580	7,668,217	7,289,006
NBC	5,329,752	5,639,188	25,260,843	27,709,142
Total	$16,518,337	$16,575,804	$80,572,128	$81,793,367

NETWORK TELEVISION

	May 1951	May 1950	Jan.-May 1951	Jan.-May 1950
ABC-TV	$1,385,901	$367,989	$6,926,130	$1,520,968
CBS-TV	3,066,249	1,003,658	14,168,546	3,764,022
NBC-TV	4,946,338	1,583,185	22,495,292	5,926,465
Total	$9,398,488	$2,954,832	$43,589,968	$11,211,455

CBS URGES JOINT STANDARDS

BEST solution of problem of TV program standards lies in collaboration by all television broadcasters, CBS said Friday in statement following NBC's announcement of its new radio-TV broadcast standards (early story page 27).

Closed Circuit

(Continued from page 4)

prises, which manages Mr. Lewis, sail for Europe July 18 on *Ile de France*, returning Sept. 7. Bob Hurleigh, WGN-MBS commentator, will fill in beginning July 13 for four weeks, and Mr. Lewis will broadcast from Europe last two weeks. Families will accompany them.

FCC TO ATTEND BRIDGEPORT UHF DEMONSTRATIONS

LATEST developments in UHF TV converters and receiving equipment will be shown to FCC delegation in industry demonstration at Stratfield Hotel, Bridgeport, Conn., June 29, Radio-Television Mfrs. Assn. announced. Showing scheduled upon request of FCC Chairman Wayne Coy to RTMA President Glen McDaniel.

At least 10 RTMA member-manufacturers reported ready to demonstrate equipment showing simplicity and inexpensiveness of converting VHF TV receivers for UHF reception. John W. Craig, Crosley Div., Avco Mfg. Corp., handling arrangements, will be host at luncheon. Inspection of NBC UHF transmitting facilities also slated, with demonstrations on Saturday, if necessary.

ABC Plan

(Continued from page 4)

offered by W. D. Rogers, KEYL (TV) San Antonio, chairman of resolutions committee, and sponsored by Harold Hough, WBAP-TV Fort Worth. It was adopted unanimously.

Committee, to be named soon by President Fellows, charged with immediate and thorough study of all aspects of TV program standards, including viewer studies if advisable. It will contact government, public, civic and other special groups. Finally, it will draft initial plan for self-regulatory standards for autumn meeting. Committee will work closely with President Fellows, Justin Miller, board chairman, and Thad Brown, manager of NARTB Television Division.

Paul Raibourn, president of Paramount Television Productions Inc. (KTLA Los Angeles), recalled six state censorship boards for movies had been set up prior to 1922 when film industry adopted code. Since that time no new boards have been created, he said, but neither have any been abrogated.

"I would advise that we take to self-regulation immediately," he said. Child programs provide the chief problem, he said, recalling he had invited Los Angeles educators into KTLA to criticize this phase of schedule. "By doing this I think I will be more successful economically and I can hold my head higher if I can feel that I have never hurt a child," he declared.

"You must do your own educational broadcasting. Do it yourself or you're going to have it done for you," Mr. Raibourn told group while Judge Miller sounded similar warning. Others who took part in discussion included Harry Bannister, WWJ-TV Detroit; George B. Storer, Fort Industry stations; Nathan Lord, WAVE-TV Louisville; Dwight Martin, WLWT (TV) Cincinnati; Henry W. Slavick, WMCT (TV) Memphis; Leslie Johnson, WHBF-TV Rock Island, Ill.; Campbell Arnoux, WTAR-TV Norfolk, Va.; Walter J. Damm, WTMJ-TV Milwaukee; William Brooks, NBC vice president.

CROSLEY TO SHOW SLAVE UNIT

"SLAVE" unit for use with existing TV sets to receive CBS color programs to be demonstrated by Crosley Div., Avco Mfg. Corp., in New York Thursday, spokesmen announced Friday.

here's the picture ...

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the three WLW-Television stations have an average
rating of 11.2 as compared to 8.4, the combined average of the
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